

# SOUTHERN AUTOMOTIVE JOURNAL

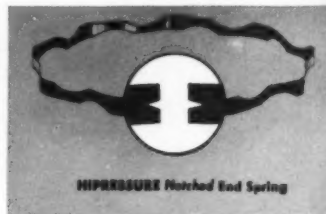
COVERS THE  
14 SOUTHERN AND  
SOUTHWESTERN STATES

## PASS IT ON!

OWNER	<input type="checkbox"/>
GEN. MGR.	<input type="checkbox"/>
SERV. MGR.	<input type="checkbox"/>
PARTS MGR.	<input type="checkbox"/>
FOREMAN	<input type="checkbox"/>
SHOP	<input type="checkbox"/>

February, 1951

## Only PERFECT CIRCLE'S new 2 in 1 Chrome Piston Ring Set gives you a choice of two spring pressures



### NEW CHROME OIL STOPPER

Optional HiPressure spring packed with every Chrome Oil Stopper for use in badly worn engines — at an extra cost

### TOP COMPRESSION RING Plated with Solid Chrome



**Yes!** For the first time, mechanics can choose the spring pressure best suited for every engine without switching between various brands or types!

**Two expander springs** are packed with each Chrome Oil Stopper—a NORMAL PRESSURE spring, for use in rebored and slightly worn engines, and a HiPRESSURE spring for badly worn engines and known oil pumpers!

**And there's another reason** why this new set is actually *two sets in one* . . . because solid chrome plating on the top compression ring and the steel rails of the oil ring assures *twice the life* of both cylinders and rings!

**The new 2-in-1 Chrome Set** establishes a new high standard of piston ring performance—genuine oil economy and sustained power for thousands of extra miles.

## Perfect Circle

*The Most Honored Name in Piston Rings*



You'll find it good business to install **PERFECTION** Certified Replacement Parts. The low installation cost wins the favor of your customers, and the dependable performance of these products makes your customers real boosters for you.

Behind the parts constituting this great line are over 30 years of **PERFECTION** manufacturing achievement. This important "know-how", the use of the finest materials, heat treating under scientific control, precision accuracy and rigid inspections throughout production—all contribute to furthering the fine reputation accorded **PERFECTION** products.

There is a **PERFECTION** jobber near you. He carries a representative stock of these quality parts and is prepared to render prompt, efficient, friendly service. If you do not know his name, write us.



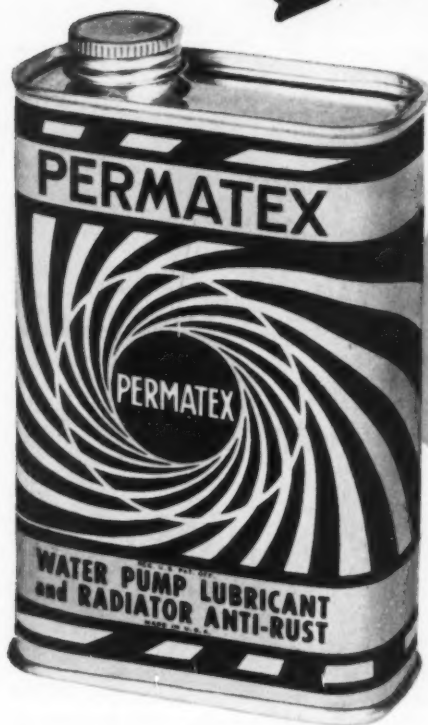
## *Perfection Gear Company* *Harvey, Illinois*

**PERFECTION PRODUCTS INCLUDE:** Silent Timing Gears, Metal Timing Gears, Silent Timing Chains, Sprocket Gears, Transmission Gears and Parts, Differential Ring Gears and Pinions, Differential Cases and Parts, Fly Wheel Gears, Clutch Plates, Pressure Plates, Clutch Cover Assembly Parts, Clutch Forks and Parts, Clutch Throwout Bearings, Clutch Rebuilders.



# WATER PUMP

## *Lubricant*



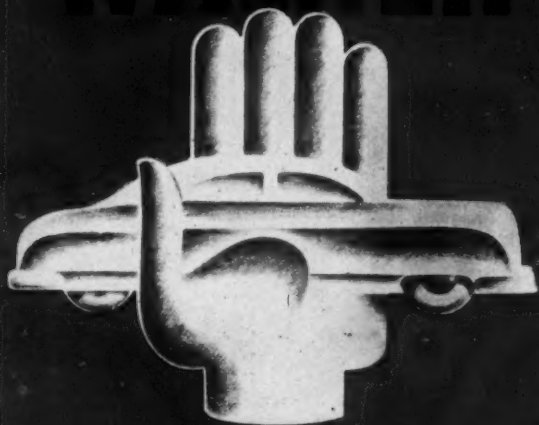
Dual  
COOLING SYSTEM  
Service

...LUBRICATES  
...PREVENTS RUST

Takes squeals out of water pumps and clarifies water in cooling systems. It contains a Soluble Oil that lubricates all water pump parts and coagulates rust. Harmless to metals and rubber hose. Works perfectly in the presence of any standard anti-freeze.

**PERMATEX COMPANY, INC., BROOKLYN 35, N. Y.**

# WALKER



*it pays to be  
identified  
with Walker*

BOOST YOUR SALES . . . BOOST YOUR SERVICE VOLUME

WALKER  
*"Individually Tuned"*  
SILENCERS

WALKER  
OIL  
FILTERS

WALKER  
JACKS

WALKER  
*Electric*  
LIFTS

## ... MAKE MORE SALES EACH DAY



### with the most powerful name in Exhaust System service

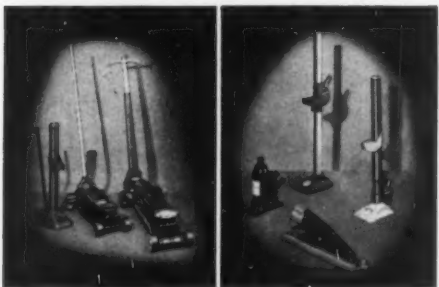
You, as an Authorized Walker Dealer, can offer your customers the finest of all exhaust system services—a Walker Silencer "Individually Tuned" to each particular car make and model—for freedom from noise fatigue . . . for safety from dangerous exhaust fumes . . . for peak engine performance. With years of consumer advertising in *The Saturday Evening Post* . . . with sales-making, point-of-sale identification . . . and with periodic merchandising programs, Walker helps you make real money in mufflers.



### with America's newest, finest Oil Filter

It's easy to sell Walker Oil Filters because it's easy to show your customers how the patented Walker *Laminar* construction gives real engine protection by keeping the oil clean between oil changes. This exclusive principle of multiple filtration—surface filtration, depth filtration and progressive filtration—cleans oil better, keeps it clean longer. Make this your best, most profitable oil filter year with Walker—America's newest, finest oil filter.

## ... DO MORE JOBS EACH DAY



### with Modern Jacks engineered for today's modern service

In the shop, on the driveway and out on the road, there is a Walker Jack to meet your every need. And in this complete line, there is a Walker Jack to serve your customers' every purpose. In each of these new, improved, deluxe jacks you will find an extra margin of strength for the unexpected . . . an extra margin of safety for greater protection . . . an extra margin of power when emergency calls.

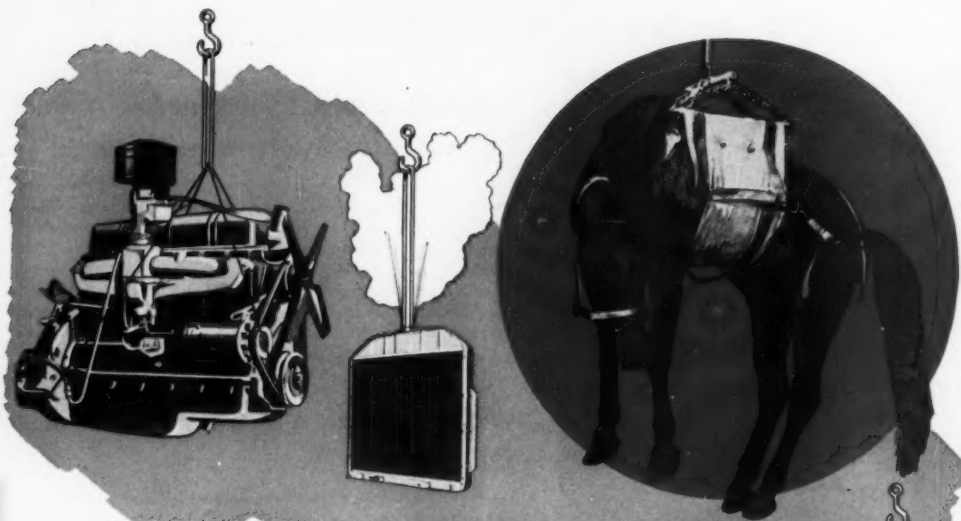


### with the lift that's always "Open for Business"

Increase service volume and profits 20% to 50% with the advanced, new Walker Electric Lift. New positioning of the support beams increases unrestricted working space by 36%. Six extra inches of working height give you even greater working convenience. From floor to car bottom, your men and equipment work free from any obstruction in the famous Walker Open Work Zone. And you can locate it wherever you want it—at the lowest installation cost of any lift on the market.

**WALKER MANUFACTURING CO. OF WISCONSIN**  
Racine, Wisconsin

... BOOST YOUR PROFITS WITH WALKER IN 1951



## **"Everything" Hangs on the Fan Belt!**

Fan belt failure delivers a knockout blow to engine performance—to the cooling, lighting, and ignition systems. So . . . check the fan belt on *every* car you service. When a fan belt needs replacing, install a Thermoid Fan Belt . . . the top-quality belt. Ask your Thermoid Distributor for the whole story *now!*

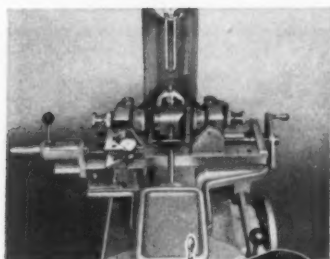
**Thermoid Company • Trenton, New Jersey**

**Thermoid Pre-stretched Fan Belts  
are "A Horse of a Different Color"**

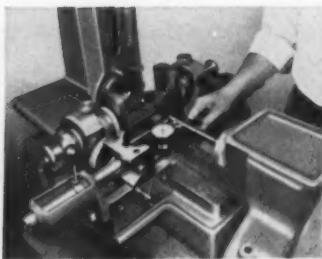


# **Thermoid**

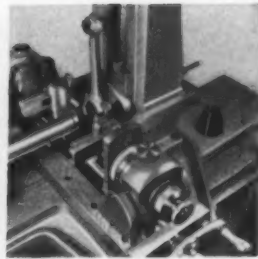
Brake Linings • Fan Belts • Radiator Hoses • Hydraulic Brake Parts and Fluid • Car Mats • Clutch Facings • Thermoid Precision Process Equipment



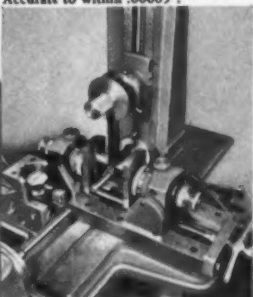
Centering and holding a piston.



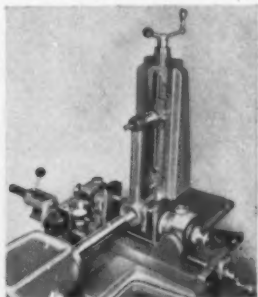
Setting tool to size. Each pin is held in the V-block and the tool is set for the pin. Accurate to within .00005".



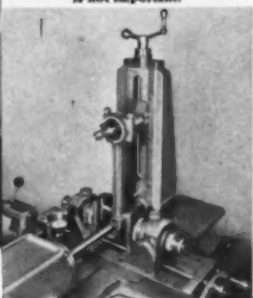
Holding rod for boring rod forging.



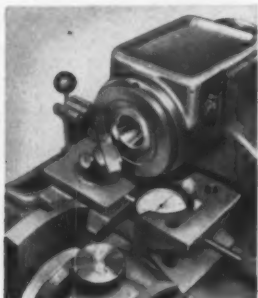
Centering rod for boring piston pin hole where center-to-center distance is not important.



Boring babbitted rod, holding center-to-center distance.



Boring pin hole, holding center-to-center distance.



Sharpening the cutter.

## Look at all you can do . . . on the NEW No. 232 VAN NORMAN "Pin Shop"

VAN NORMAN VERSATILITY enables you to do these 6 jobs on the New 232: 1) Bore wrist-pin holes in pistons and rods concentric with original hole or with worn bushing. 2) Bore pin and bearing holes parallel and at 90° with face of rod. 3) Maintain proper center distances. 4) Finish-bore semi-finished babbitt rods. 5) Finish-bore rod-forgings.

6) Bore rod inserts to size — in the rod.

New "Gyro-Matic" boring assures unmatched finish and accuracy. And "Fit-O-Matic" sizing device holds factory tolerances. So get a new 232 . . . build up your piston, ring, pin and bearing sales. See your jobber or write Van Norman Company, Springfield 7, Mass.

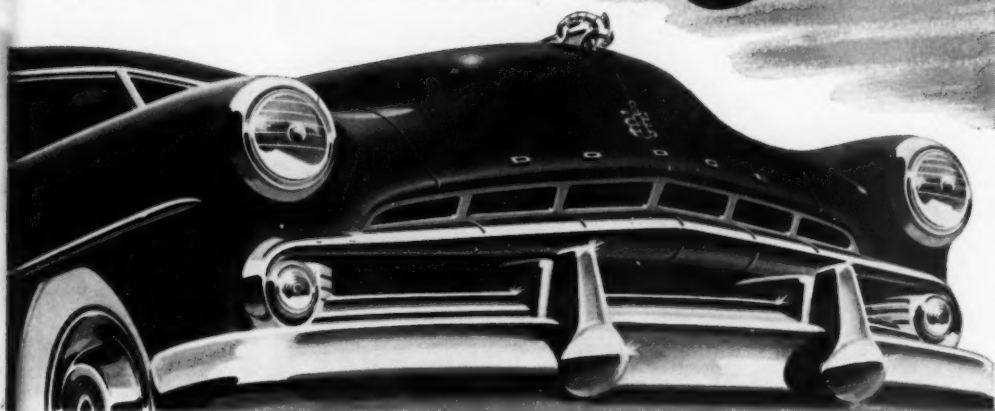
**The Best-Equipped Shop  
Gets the Business!**

*"It Pays to Van Normanize"*



**DEPENDABLE**

*Dodge*  
*for '51*



*New Outside...New Inside*  
*with a Sensational New Kind of Ride!*

**New In More Ways Than  
Cars Costing Up To \$1,000 More**

The new Dodge is the one *really* new car of the year . . . new beauty . . . new performance . . . and packed with new features.

Engineering and styling leadership are just

two of the many advantages that make the Dodge dealer agreement outstanding. This triple-profit opportunity combining Dodge and Plymouth cars and Dodge trucks is the only one of its kind. And thousands of Dodge dealers coast to coast will testify to its effectiveness in building a substantial, profitable business . . . in assuring a sound future.

**DODGE • PLYMOUTH • DODGE "Job-Rated" TRUCKS**

DODGE DIVISION, CHRYSLER CORPORATION . . . 7900 JOS. CAMPAU, DETROIT 11, MICHIGAN

COAST  
TO COAST

# Profits roll in with **ARO**



Whatever your lube department needs—ARO HAS IT to help you PROFIT! ARO puts pace-setting performance and cost-saving features in the complete line—everything you need in modern lube equipment for PROFITABLE service.

See your ARO Jobber.

**The Aro Equipment Corporation,  
Bryan, Ohio**

Aro Equipment of Canada, Ltd., Toronto, Ont.

**CALIFORNIA.** "Because we saw possibilities of increasing our lubricating business, we installed ARO Overhead Reels," says Andrew L. Paasini, President, Union Square Garage, San Francisco. He reports "no lost motion . . . easier to keep clean while doing our regular 125 lube jobs a day."

**MAINE.** "After 9 months of use we have found that ARO fits our needs and increases profits. Glad we bought ARO," says W. Hazen Jewett, Pres., Jewett-Ford, Lewiston, Maine.



## ARO

### LUBE EQUIPMENT

Also . . . AIR TOOLS . . . HYDRAULIC EQUIPMENT . . .  
AIRCRAFT PRODUCTS . . . GREASE FITTINGS

## SELF-CONTROL STARTS HERE



AND TO RESTORE  
ENGINE PERFORMANCE

## OIL-CONTROL STARTS HERE

To stop oil-pumping, replace worn main  
and connecting rod bearings

Shot full of holes is the old theory that new piston rings—alone—can correct oil-pumping.

Worn main, connecting rod and camshaft bearings are a major cause of oil-pumping. When bearings are worn, they shorten the life and decrease the efficiency of the best of piston rings. Give the new rings a chance—check for worn engine bearings on every

engine reconditioning job.

Replace worn bearings in sets with genuine Federal-Mogul bearings, *engineered* for the job of oil control!

### FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation)  
DETROIT 13, MICHIGAN



control oil-pumping where it starts—REPLACE WITH

# FEDERAL-MOGUL



## BEARINGS

WHEN THERE'S A JOB TO BE DONE . . .



If you're installing rings in Chevrolet automobiles you can count on the "OLD PRO" of the MOOG X-PLUS Line

## MOOG SET #5-507

Here's a set of piston rings that has been "licking" those Chevrolet jobs for years. Proved by performance: restores Chevrolet motors to FULL POWER efficiency — eliminates blow-by, excessive oil consumption, and costly comebacks.

Why guess? Why take chances? Play safe with Moog! Order a set of Moog's No. 5-507 today from your Moog distributor, or write us for name of nearest distributor.

**MOOG PISTON RING CO. ST. LOUIS 14, MO.**  
Division: MOOG INDUSTRIES, INC.

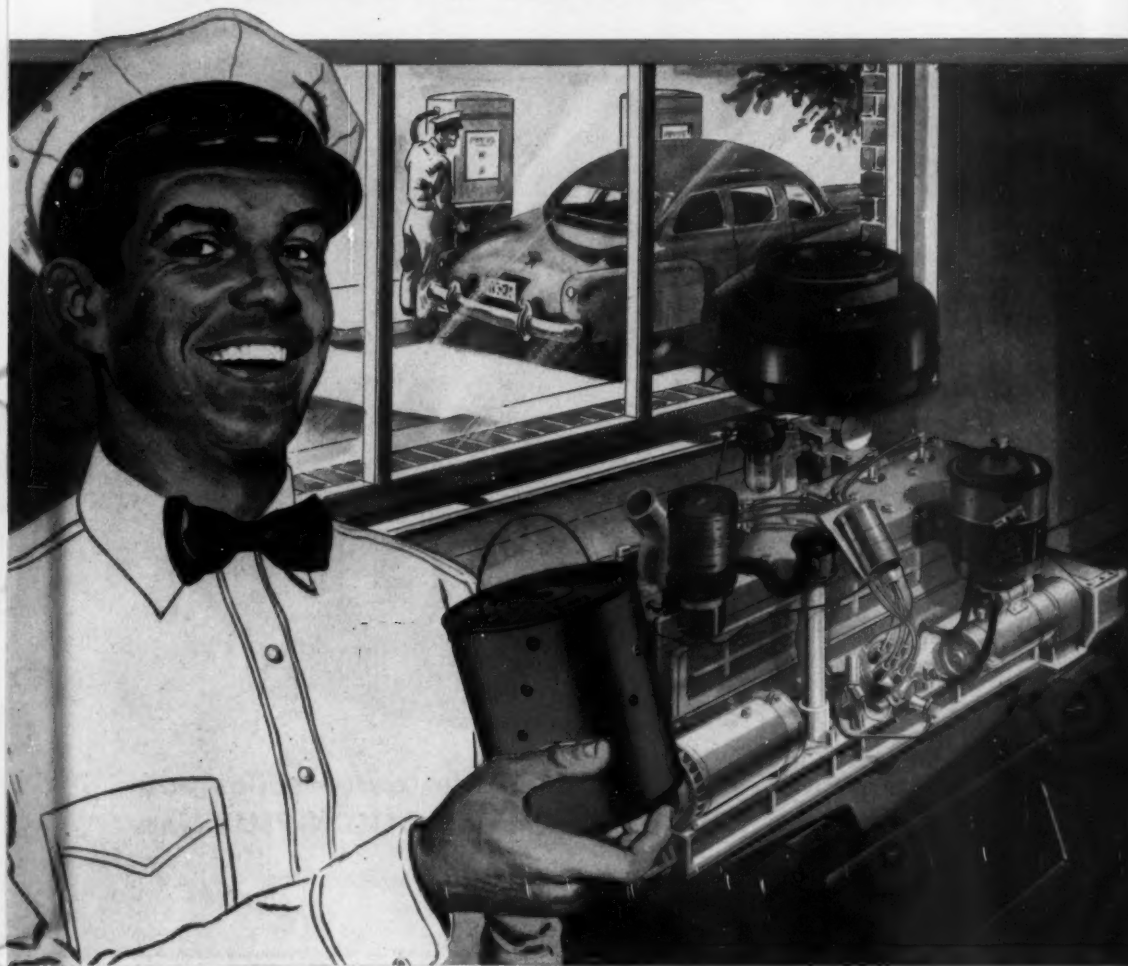
*Try a Set!*



1951 M.I.L.



# FRAM'S hotter



**In 1951, FRAM brings you the greatest team of filters in history!**

**FRAM OIL FILTERS AND CARTRIDGES** keep profits rolling in. Every Fram Filter you sell creates an endless chain of profits on easy cartridge sales. For every Fram Filter and most every other make oil filter, there's a Fram Replacement Cartridge.

**FAMOUS FRAM COMPLETE ENGINE PROTECTION!**

This great team of famous Fram Filters guards engines at every vital point where deadly dirt can enter from outside or form internally. The famous Fram Oil & Motor Cleaner, Fram Carburetor Air

Filter, Fram Gasoline Filter, Fram Crankcase Air Filter and Fram Positive Crankcase Ventilator combine to seal out the harmful abrasives and remove the corrosive contaminants that rob miles from engine life. Only Fram offers you Complete Engine Protection.

**NEW RADIATOR & WATER CLEANER** for cars, trucks and buses. Filters, softens, inhibits. Harmless to antifreeze or other radiator chemicals. Two models cover all installations.



# than ever for sales in '51



**MORE SMASHING DOUBLE SPREADS**, more walloping full pages in the top magazines in every field! *Saturday Evening Post!* *Collier's!* *Life!* *Popular Science!* *Farm Journal!* *Country Gentleman!* Many others! It's a blanket of **SELL** to cover your market and give you strong support!



**RED-HOT NEW MERCHANDISING**, including this big, rugged, eye-catching metal merchandising stand. For use outdoors or in . . . bound to boost sales wherever it's used. Helps you show 'em as you tell 'em and keeps cartridges close at hand. Ask your Fram Jobber for details.



**PLUS YOUR  
FAVORITE GAL!  
WESTERN UNION  
OPERATOR 25**

**TIE UP WITH FRAM** and get your share of the buyers who call her. Sign up as a Fram Dealer now! Cash in! See your Fram Jobber now! **FRAM CORPORATION**, Providence 16, R. I.  
In Canada: J. C. Adams Co., Ltd., Toronto, Ontario.



**MORE GIANT BILLBOARDS** than ever before. From coast to coast on key arterial highways, motorists will see the big, colorful reminders over 88,000,000 times each month. That means Fram is giving you over 40% more outdoor coverage than ever before in Fram history.



**OUTSTANDING NEW DISPLAYS** and sales aids, including this beautiful full-color window display, a whole new powerful set of stuffers, new Guarantee Poster, a new idea in Cartridge Checkers, all these and many others plus standard, time-proven Fram material.



# 3 BIG REASONS WHY New WHIZ MOTOR RYTHM®... is your "No. 1" Tune-Up Seller!



## 1. FAST SALES... EXTRA PROFITS THIS SPRING!



You can make more extra-profit sales and you'll make them quickly when you sell new MOTOR RYTHM. MOTOR RYTHM sells all year around—it gives your customers noticeably better engine performance and better lubrication for all driving conditions! Here's a product with a powerful sales story!

## 2. PROVEN "TUNE-UP" SUPERIORITY!



New MOTOR RYTHM has been rated "SUPERIOR" by the United States Testing Co., Inc.\* MOTOR RYTHM scored highest on 8 essential tests against 6 other leading tune-up products! Send for the special MOTOR RYTHM test chart—see the actual comparisons.

\*Report No. P-39556 dated July 14, 1950.

## 3. SPECIAL DEALER BONUS!

You get a new model Sessions electric alarm clock with every 2-case purchase of new MOTOR RYTHM... there's no extra cost to you! Get your Special Bonus Deal now—if your wholesaler does not have MOTOR RYTHM, ask him to stock it for you.

### SESSIONS "KITTY-BELLE" ELECTRIC ALARM



**It Sleeps You** more quietly, with not even a pur-r-r.

**It Wakes You** more cheerfully, with patented Tru-Bel Alarm (not a harsh buzzer).

**Night and Day** a better, all-purpose clock for use anywhere in the house. Gleaming white, damage-resistant plastic. 4" wide, 3 1/4" high, with 3 1/4" dial.

**WHIZ BONUS DEAL 51-MP**  
YOU BUY  
2 cases (48 Pts.) @ \$12.24 ..... \$24.48  
YOU GET  
SESSIONS Electric Alarm Clock ..... 4.95†  
Regular Dealer Value ..... \$29.43  
**YOUR SPECIAL DEALER PRICE ONLY \$24.48\***  
\*Plus Federal Excise Tax 18c per case.



R. M. HOLLINGSHEAD CORPORATION • Camden 2, N. J. • Canadian Offices: Toronto  
LEADER IN MAINTENANCE CHEMICALS  
Warehouses: Dallas, San Francisco, Chicago



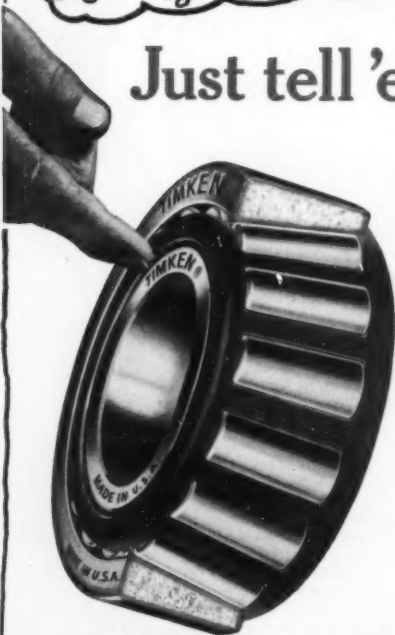


## How to be your customers' Valentine

To win customers' hearts (and dollars), let them *know* you use the best replacement parts. When you install a new

tapered roller bearing, tell them it's a *Timken* bearing—the brand your customers know and respect.

## Just tell 'em it's "TIMKEN"!



Timken tapered roller bearings have the most advanced design. They're made of the best quality steel—Timken fine alloy steel. They're manufactured to the greatest precision. And quality is completely controlled by the Timken Company, from melting the steel to final bearing inspection.

That's why automotive manufacturers—and your customers, too—rate Timken bearings their number one choice. Look for the trade-mark "Timken" on every tapered roller bearing you use. FREE BOOKLET! Send today for "Timken Tapered Roller Bearings, Their Care and Maintenance". Write Dept. AJ -2, The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMROSCO".

# TIMKEN

TRADE-MARK REG. U. S. PAT. OFF.

### TAPERED ROLLER BEARINGS

NOT JUST A BALL ○ NOT JUST A ROLLER □ THE TIMKEN TAPERED ROLLER □ BEARING TAKES RADIAL (R) AND THRUST (T) —(R)—LOADS ON ANY COMBINATION ✱

*"smartest  
package"*





\* *The NEW Auto-Lite*  
**Silver Line**

**SELLS on Sight...!**

You'll find the new Auto-Lite "Silver Package" worth its weight in gold as it "sells up" your wire and cable sales for more profits and premium quality satisfaction. The Auto-Lite "Silver Line" is a complete line—Steelductor Spark Plug Wire, Flex-strand primary wire, Auto-Lite Battery Cable with the new Anti-Corrode Terminal that holds tight. Cut-to-length sets for all popular cars and the widest range of solderless terminals in the industry. Get in on the "Silver Package" profits. Write to

**THE ELECTRIC AUTO-LITE COMPANY**

Toronto, Ontario

Merchandising Division

Toledo 1, Ohio



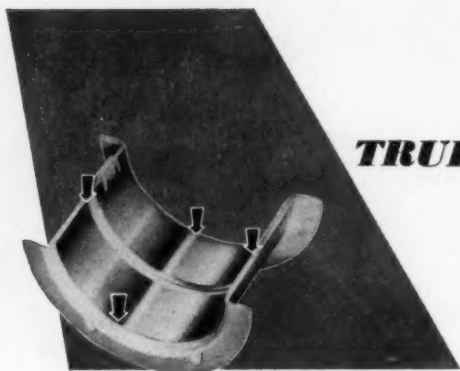
**AVAILABLE TO ALL STOCKING DEALERS**

Cash in on this new Auto-Lite "Silver Line" Wire and Cable program with this outstanding new Auto-Lite Steelductor Merchandiser. This big 25½" high, 14½" wide display in brilliant silver, red and blue colors will help spark sales and profit on your entire line. Get yours by ordering from an Auto-Lite Jobber today.

New Auto-Lite Battery Cable Wall Rack, 16 hooks, comes without extra cost on purchase of only \$14.95 worth of Auto-Lite Battery Cable.







**TRUE...all the way through**

**SINGLE-BROACHING**  
**is the Answer!**

**B**ROACHING adds the *final touch* - to perfection of Michigan Engine Bearings. While multiple-broaching methods speed production, they often result in taper of the bearing surface. Michigan Bearings — each one individually broached — are of uniform wall thickness. Held to a tolerance of .000125" plus or minus, a *TRUE* bearing surface is maintained... all the way through!

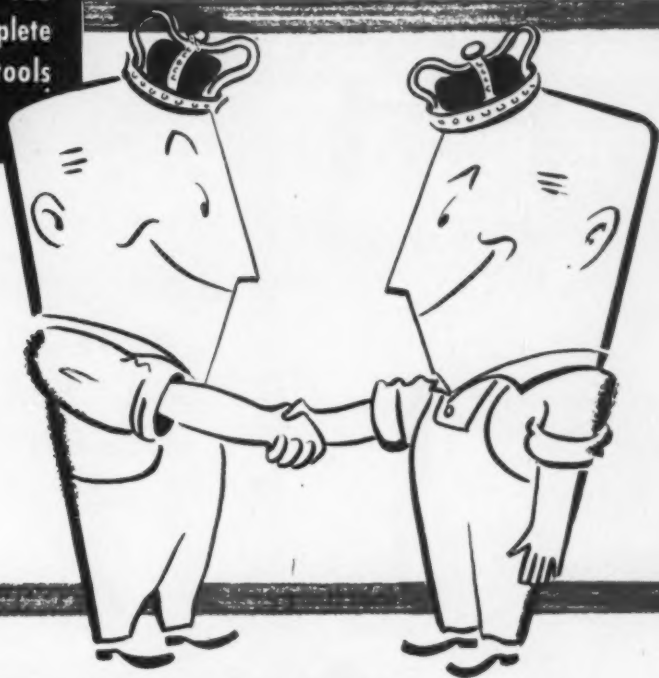
 **michigan**  
*Hi-Therm*  
engine bearings



The "Basic Manufacturer Line"... Built for America's best-engineered automobiles

DETROIT ALUMINUM and BRASS CORPORATION • DETROIT 11, MICHIGAN

**NOW** Direct To You  
...the most complete  
line of service tools  
in the field



## TWO GREAT TOOL MAKERS

*Manzel and Cornwell*  
**JOIN HANDS**

**to give you faster, better service**

● Wherever you are located... California or Florida, Texas or Maine, in a large shop or small, you can easily and quickly obtain genuine Manzel Automotive Service Tools and Shop Equipment.

Manzel products are now being distributed nationally by the Cornwell Quality Tool Company. 35 Cornwell Warehousing Centers and 250 Direct Representatives covering every state in the union are able to meet your *exact* needs with utmost speed from the most complete line of service tools in the field.

In the extensive Manzel line there are specially designed tools and equipment for servicing automatic transmissions; engines; bodies; rear ends, spring suspensions... in fact *every* automobile and truck part.

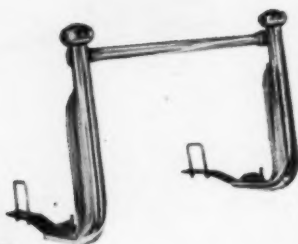
Ask your Cornwell representative about Manzel Tools and Equipment on his very next visit.

*A complete line of service equipment for automotive dealers.*

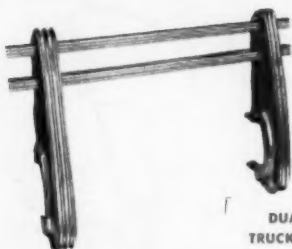


315 BABCOCK ST., BUFFALO, N. Y.

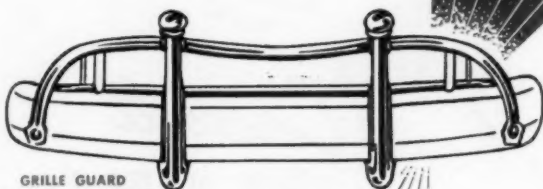
# ENGINEERED



GRILLE GUARD  
TRUNK GUARD



DUAL RAIL  
TRUCK GUARD



GRILLE GUARD  
WITH WINGRAILS



ADJUSTABLE  
LICENSE PLATE  
FRAME

Over 1,000,000  
Pairs Sold

# CELLO

## GRILLE GUARDS

# PROFITS AND BETTER PROTECTION

**FINEST QUALITY  
CUSTOM STYLING  
EXTRA STRENGTH  
GUARANTEED FINISH  
EASY INSTALLATION**

You want extra profits . . . your customers want the best protection for their cars. When you sell CELLO both you and the customer are satisfied, because Cello Grille Guards are specifically ENGINEERED to provide the finest protection money can buy.

Only top-quality materials and workmanship go into the making of Cello Guards.

Join the thousands of successful merchandisers who are now featuring Cello Grille Guards, and get your share of the extra profits the complete Cello line provides. Styles to fit all makes. 1946-1951.

For full information on Cello Guards and License Plate frames write to the factory today for FREE catalog pages and price lists.

## your GUARD for life

**Cello Products Co.**  
161 Prescott Street  
East Boston 28, Mass.

# KELSEY-HAYES

McKeesport, Pennsylvania Wheel Plant

## IN THE WORLD'S STEEL CAPITOL

At the Heart of Main Shipping Routes



Kelsey-Hayes Wheel Plant, McKeesport, Pa.

This Eastern Assembly Division is right in the heart of the world's leading steel production area, in the midst of a remarkable system of transportation. Thus, in addition to easily and quickly serving every point in the east, efficiently delivers throughout the United States by rail and highway . . . and by water.



... ASSURES PROVEN PRODUCTS AT ...


KELSEY-HAYES WHEEL COMPANY

DETROIT 32, MICHIGAN




PRODUCTS: Wheels—Hub and Drum Assemblies—Brakes—Vacuum Brake Power Units—for Passenger Cars, Trucks, Buses—Electric Brakes for House Trailers and Light Commercial Trailers—Wheels, Hubs, Axles, Parts for Farm Implements.

PLANTS: Kelsey-Hayes Plants in Michigan (4), McKeesport, Pa.; Los Angeles, Calif.; Davenport, Iowa; Windsor, Ontario, Canada.



Up on the roof goes Model 87 SKIL Saw. Here a repair is in progress on a Fruehauf Stainless Steel Trailer that had been in a major accident. Damaged areas on sides, top, posts, skirting and rub rails were all sawed and patched with SKIL Saw . . . the veteran Model 87 SKIL Saw that has been taking the tough cuts in stride at Fruehauf's Chicago Branch for eleven years!

# 120 SKIL Saws speed repairs

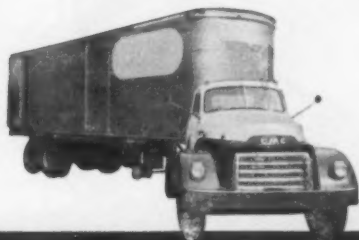


This Model 87 SKIL Saw is eleven years old—and you'd hardly believe it if you could see the sharp, clean cuts it makes in the side of this husky Fruehauf Stainless Steel Trailer. A few more fast cuts and this job will be ready for patching . . . patching so smooth you'd have trouble finding the damaged area.





Floor repairs in a Fruehauf Stainless Steel Trailer are a cinch with SKIL Saw. Powerful, dependable, easy-to-handle SKIL Saws simplify tough sawing of wood, metal, tile and other materials. Heavy duty motors and precision gears insure long life even when SKIL Saws are kept in constant use.



# on Fruehauf *STAINLESS STEEL* Trailers

**Fast, powerful SKIL Saws easily cut damaged sections of these light, strong stainless steel trailers!**

It takes a lot to damage these rugged Fruehauf Stainless Steel Trailers—but if repairs are called for, SKIL Saws make fast work of them *right in the shop!*

Follow the example set by the efficient Fruehauf Branches who use 120 SKIL Saws in their service departments to remove damaged areas and cut out repair patches. These branches have used fast-cutting, dependable SKIL Saws for years—have relied on SKIL Saws to provide the power for cutting .016 to .060 stainless steel.

Study these "on-the-job" photos. Then put SKIL Saws to the test. Remember—SKIL Saws, Drills, Bench Grinders, Auto Polishers, Valve Refacers, Valve Shops and other famous SKIL Tools can add to the efficiency of your automotive shop. Ask your jobber to show you the big SKIL Line today!

SKIL Products are made only by

**SKILSAW, INC.**

5033 Elston Ave., Chicago 30, Ill.

Factory Branches in Principal Cities

In Canada: SKILTOOLS, LTD., 66 Portland St., Toronto, Ont.



**SKIL**  
PORTABLE TOOLS



SKIL Saws SKIL Sanders SKIL Grinders SKIL Sanders SKIL Drills SKIL Shear SKIL Grinders

# ➔ **PERFECT** ➔ *That was* The One You'll Remember

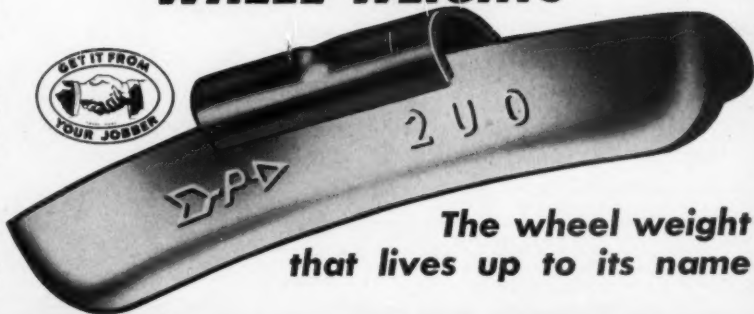


## ➔ **PERFECT** ➔ TRADE MARK **WHEEL WEIGHTS**

● **"U" TYPE**—A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

● **"C" TYPE**—The "C" type weight (new style) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims.

● **"SPECIAL" TYPE**—Made for late model Cadillacs with hub caps covering entire wheel. 6 sizes.



**The wheel weight  
 that lives up to its name**



**PERFECT EQUIPMENT CORP.**

804 W. Morgan St.

KOKOMO, IND.

P.O. Box 706



*Manufacturers of Wheel Weights for Trucks and Passenger Cars*

**Brake Business is Big Business**  
when you sell

NEW-IMPROVED  
**Raybestos**  
**PG**  
PROVED GOOD  
**BRAKE LINING SET**  
AMERICA'S BIGGEST SELLING BRAKE LINING

*Raybestos*  
**GRADE CERTIFICATION**  
The quality of the material is of the **PG**  
has been CERTIFIED EXACTLY AS SPECIFIED AND  
WARRANTED TO BE EXACTLY AS SPECIFIED.  
— *Frank J. Ray, Sales Agent* —

**PG drilled for riveting**



Raybestos Division of RAYBESTOS-MANUFACTURER, INC., Bridgport, Conn.

 $R_M$

# HERE'S WHAT HAPPENS WHEN

**SIMPLE BASIC SELLING PRINCIPLE  
TRIED ON EVERY CUSTOMER  
BRINGS AMAZING RESULTS!**

**"I tried this Champion suggestion!"**

writes Lou Nannini  
Associated Service Station  
Daly City, California



"All the Champion man asked me to do was bring up the subject of spark plugs, in my own way, to every single customer—at the pump or on the hoist. I tried it and kept an accurate record of results for six months. Before this I'd averaged 55 plugs a month for a profit of \$17.82. By simply talking spark plugs to everybody, sales jumped to about 174 plugs a month—over 300% increase! I kept plug profits in a separate account and had \$328.38 net to show for my efforts at the end of the six month experiment. Naturally, I'm tickled about it. It shows what a man can do when he's a little more sales minded. That new television set in my living room, that I bought from Champion profits, convinced me!"

**BE A CHAMPION DEALER  
*IT PAYS!***

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

# YOU ASK 'EM TO BUY...

## DEPENDABLE

# CHAMPION

## SPARK PLUGS

... AND HERE ARE THE  
BIG RESULTS!



Lou Nannini and family decided to buy a new television set just on the profits from Champions.



Some of the used plugs that Lou accumulated during the six month experiment.

Here's actual proof that it pays to be sales minded! You, too, can make extra profit by asking people to buy the plugs they know best—Champions—America's Favorite!

**YOU'RE IN BUSINESS TO  
SELL . . SO ASK 'EM  
TO BUY!**





What comfort!...the  
ride is a Revelation!



It's those new  
Oriflow shock  
absorbers!



# 1951 DE SOTO

So new... so entirely different... it will be  
the most looked at, most discussed of all new  
models... and the sensational new ride will  
set a new standard of  
driving comfort.

I'm sold on the  
new bigger engine!



and look...completely  
new styling too!



DE SOTO-PLYMOUTH Dealers present **GROUCHO MARX** in "You Bet Your Life" every week on both RADIO and TELEVISION... NBC networks.  
DE SOTO DIVISION, CHRYSLER CORPORATION



## More Power

That's what car owners and fleet operators want. That's what vehicle manufacturers are providing. But today's engines are more subject to

## Block Distortion!

Why have so many engine manufacturers adopted expander-type oil rings as original equipment? Because repeated increases in power output have multiplied the possibilities of block distortion!

The flexibility and adaptability of the expander-type rings are essential to compensate for these conditions.

And if adaptable rings are essential to efficient performance in new engines, it's obvious that adaptability is even more necessary in re-ring or rebuild jobs. That's where Pedrick Engineered Sets come in! Each Pedrick set is specifically engineered to meet today's requirements in individual engines... with adaptability that controls blow-by, maintains compression, and is *guaranteed* to reduce the excessive oil consumption that follows block distortion. For the sets you need, see your Pedrick jobber! WILKENING MANUFACTURING CO., Philadelphia 42, Pa. In Canada: Wilkening Manufacturing Company (Canada) Ltd., Toronto.

# Pedrick

"HEAT-SHAKING"  
**PISTON RINGS**  
*in Compensating Engineered Sets*

FOR 31 YEARS, SUPPLIER OF PISTON RINGS TO LEADING VEHICLE AND ENGINE MANUFACTURERS



*Federated  
Mutual*

# Insurance News



IMPLEMENT and HARDWARE INSURANCE CO. • OWATONNA, MINN.

## OF ALL CONCERNS SUFFERING LOSS BY FIRE OR OTHER DISASTER, 43% NEVER REOPEN\*

Questions about Insurance?

### Ask *Federated's* QUESTION BOX

**Q.** Is the Insurance Company liable for damage by firemen and by water used to extinguish a fire?

**A.** Yes, because fire is directly accountable for the damage by firemen and by water.

If 2 men on the same job agree all of the time, one is useless. If they never agree, both are useless.—*Personnel Jnl.*

"Do you like Mrs. Johnson?" asked a pig-tailed blonde.

"Well," replied her companion, "if she died I'd feel bad, but while she's alive I don't like her."—*Mrs. GORDON JOHNSON, Woman.*

### SAFE BETS



**A RECKLESS YOUNG MAN NAMED JOE CORNING, STEPPED INTO THE STREET WITHOUT WARNING—**  
**BEFORE HE COULD PACE, SOMEONE STEPPED ON THE GAS—**  
**NOW ALL OF THE CORNINGS ARE MOURNING!**

NATIONAL SAFETY COUNCIL

### A LETTER FROM A POLICYHOLDER



"We have insured with your company for a number of years now and are entirely satisfied with the type of protection afforded and the promptness with which you handle losses. The money saved on insurance costs is also an important item. During the period that we have insured with you, we have sustained but one loss, but the manner in which this claim was handled and the promptness with which it was paid, was in every respect satisfactory.

"The service rendered by your field man has always been more than adequate and it has always been a pleasure to do business with you."

Yours very truly,  
**BANKS HARDWARE  
COMPANY**  
J. C. BANKS  
Columbus, Mississippi

### SUPPORT YOUR ASSOCIATION!

One of the many services of most associations is their valuable accounting services. They include bookkeeping instruction, installation of accounting systems, supervision of accounting work, auditing, annual closing of books and income tax reports. Support your association and take advantage of their services!

### INSURANCE TO REPLACE PROPERTY DAMAGED OR DESTROYED NOT ENOUGH

Because insurance to replace property damaged or destroyed is not enough, 43% of all concerns suffering serious loss by fire (or other disaster) go out of business.\*

For businesses interrupted by fire, windstorm, explosion or riot, property insurance pays for the physical damage, but profits vanish while expenses continue. In one case in Chicago, an explosion caused a \$10,000 property loss. It forced a shutdown causing a \$90,000 loss.

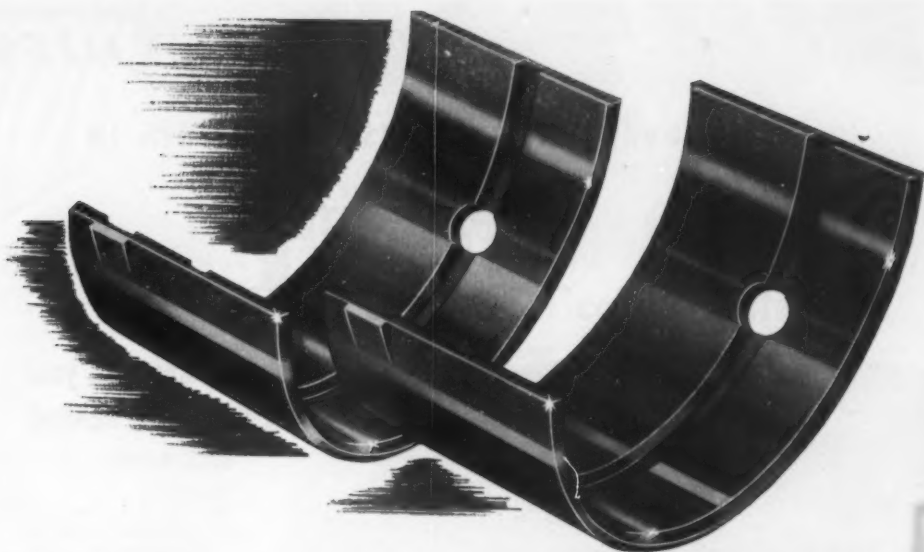
Business interruption insurance will pay what your business would have earned if a fire or other insured catastrophe had never occurred for the time required (within reasonable limits) to repair or replace the damaged or destroyed property. It pays the net profits you would have earned, the salaries and wages that would be continued, the other necessary charges and expenses that would continue during both total or partial suspension of business, and the extra expenses incurred to reduce the loss, and to get you back into business quickly.

With gross earnings as the measuring stick, buy only as much insurance as, in your judgment, will be needed—50%, 60%, 70%, or 80% of your gross earnings.

Your Friendly Federated man will, without obligation, discuss the best Business Interruption Insurance Plan with you. He is an especially trained, exclusive representative of Federated Mutual. You will find him well versed in today's special requirements of your business. If you don't know the name of your nearest Federated Representative, drop us a card and we will see that he gets in touch with you.  
\*(Dun & Bradstreet, Inc.)

Wife: I had to marry you to find out how stupid you were.

Husband: You should have known that when I asked you.



## Master Engine Mechanics Prefer **MONMOUTH**

**T**ODAY'S cars are powered with the finest engines ever built.

For a great majority of these engines, master designers and makers specify and use CGB thin wall bearings.

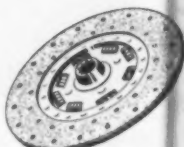
When replacement becomes necessary, master engine mechanics maintain the standard of engine performance with Monmouth Bearings. These bear-

ings are identical in every detail with the original bearings. They excel all others in finish, in precision, in quality and in engineered performance\* at standard prices.

Efficient N.A.P.A. Jobbers coast to coast are anxious to give you Minute-man service on your needs for genuine Monmouth Bearings.

\*NOTE: At the 1950 Indianapolis Speed Races, engines of the first ten cars were fitted with our Clevite 77 Bearings.

All Monmouth Replacement Parts are engineered and precision made to safeguard the reputation of the master automotive mechanics and insure user safety and satisfaction.



Clutch Plates and Parts



Chassis Parts



King Bolt Sets



**THE CLEVELAND  
GRAPHITE BRONZE CO.**  
REPLACEMENT SALES DIVISION  
6545 Carnegie Ave. • Cleveland 3, Ohio

# FULTON SUNSHIELD

ADVERTISING STARTS MARCH 10th IN

THE SATURDAY EVENING  
**POST**



**adequate stock is your  
best insurance against  
lost sales**

Again in 1951, as in 1947, 1948, 1949 and 1950, Fulton Sun Shields will be POST advertised. This powerful pre-selling will continue to keep Fulton at the forefront in your sales of equipment. Don't overlook this profit opportunity. Be sure you have a good supply on hand—early.

In addition to the present line of **800, 805** and **807** shields, Fulton announces the following models:

- 808** — 1950-51 Cadillac 61 and 62 Coupe and Coupe de Ville, also  
60, 62 and 75 four-doors  
1950 Oldsmobile 98 and 88 Holiday  
1950 Buick 52 and 72
- 809** — 1950 Buick 56R and 76R
- 810** — 1950 Chrysler Newport, 1950 DeSoto Sportsman,  
1950 Dodge Diplomat
- 811** — 1951 Packard, all two- and four-doors
- 812** — 1949-51 Nash, Statesman and Ambassador, two- and four-doors
- 813** — 1948-51 Ford Trucks, all models
- 814** — 1947-51 Studebakers with one-piece windshield

*Fulton DeLuxe Sun Shields (1000 Series) will be in very limited supply due to shortages of critical materials.*

## THE FULTON COMPANY

1912 SOUTH 82nd STREET • MILWAUKEE 14, WISCONSIN

In Canada, J. C. Adams Co., Ltd., Toronto, Ontario

SOUTHERN AUTOMOTIVE JOURNAL for FEBRUARY, 1951



**NOW -**

# Greater **FLEXIBILITY** in **SANDING** and **LEVELING**

This **SMOOTH** combination  
licks the **TOUGHEST** sanding jobs

**SIoux**

**"RESIN BOND"  
Abrasive Discs**

The ideal disc for ANY and ALL sanding operations. They're flexible, tough, long lasting, non loading. Cut faster with less effort. Remain cool while giving maximum cutting action. They reduce the drudgery of sanding jobs—save time. They have amazing flexibility for concave, convex and reverse curve sanding.



**SIoux**

**High Speed SANDERS**

Ball-bearing construction. Heat treated alloy steel gears. Permanent lubrication. Cyclone fan for increased ventilation. Patented tool spindle lock for changing discs. 3 Models: No. 1250—9" High Speed Heavy Duty (action picture); No. 1267—7" High Speed Heavy Duty (illustrated); No. 1265—7" Special.

Sold only through Authorized **SIoux** Distributors

STANDARD THE



WORLD OVER

When You Sell Stromberg Carburetors  
You Make Customer Satisfaction a Certainty . . .



... because

**Stromberg**  
CARBURETORS

*Stand for*

**Quality!**



Every time you install a Stromberg\* Carburetor you make a friend and give your reputation another boost—your customers can't help noticing the improved performance and savings in gasoline dollars. These are results you can count on; because Stromberg quality is built in right from the start—with exclusive engineering features, scientific design and mechanical simplicity. That's why Stromberg Carburetors build good business through good will as long as they are in service.

\*REG. U. S. PAT. OFF.

**Bendix** SOUTH BEND

PRODUCTS DIVISION

INDIANA

Standard Equipment Sales: Elmira, N. Y.

Canadian Sales: Bendix-Eclipse of Canada, Ltd., Windsor, Ontario, Canada • Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.

... WITH

Easier Starting

Smoother Power

More Miles per Dollar!

**YOU SELL**

**PREMIUM FEATURES AT**

**NO PREMIUM IN PRICE!**

**ANTI-PERCOLATOR**—A Stromberg feature which prevents waste of gasoline and hard starting when the engine is hot.

**ECON-O-METERING**—Separate and positive metering systems for the cruising range and high speed operation systems assure utmost economy under all conditions.

**ACCEL-ABILITY**—Positive and smooth acceleration that satisfies the most critical driver.

**BALANCED RATIO**—A sealed unit that automatically controls the amount of gasoline used in proportion to the amount of air. This means additional economy.

**SIMPLICITY**—Fewer working parts result in long wear and low maintenance costs.

*These Bendix signs stand for good business and for good business relations between factory, dealer and customer.*



Replacement Carburetors—Repair Kits



Hydrovac® Power Brakes—Trailer Power Braking Systems

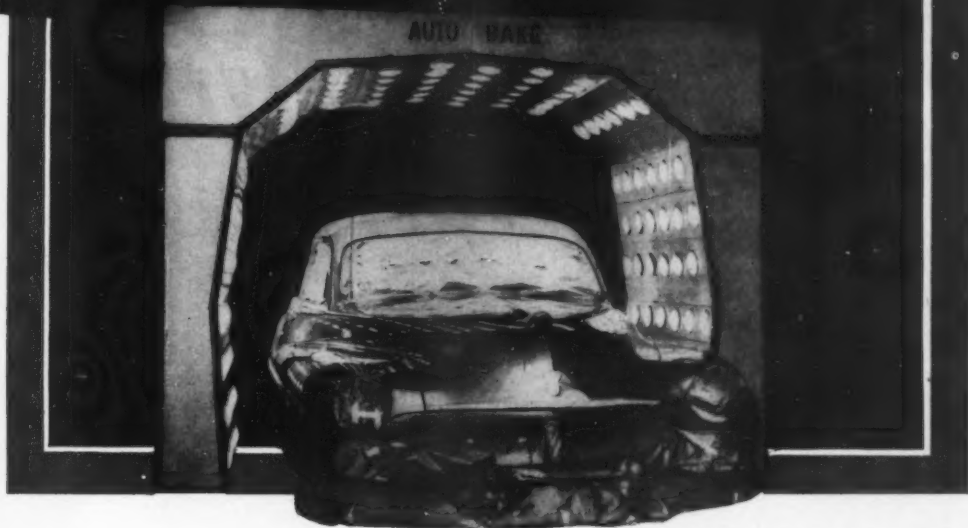


Original Equipment on most cars



Cold Immersion Parts Cleaner saves time and money

# "Now...3 times the refinishing volume...and profit!"



A Speedway job dries in 30 minutes under Auto-Bake's infra-red heat.

**"Yes, that's right,"** says Elphege E. Lebel, owner of Speedway Auto Body Works, Worcester, Mass., "since we installed our Brake Shoe Auto-Bake oven and started promoting our factory-method finishing facilities locally, we've tripled our refinishing volume—and profit has gone along with it!"

**Humidity no problem.** "The Auto-Bake's infra-red heat dries and cures our jobs in 30 minutes. No matter how rainy the day, cars come out with a finish that's hard, clean and brilliant. We also found that the Auto-Bake is less expensive to purchase and to operate than competitive ovens, and unlike them, could be installed in our present setup without extensive remodeling."

**What about you?** Steadily increasing car registrations and the more than 28,000,000 cars over 5 years old now in use, with the present possibility of cut-backs in the manufacture of new cars, provide a huge national refinishing potential. You can cash in on your local area's share of this potential by putting the Brake Shoe factory-method finishing plan to work in your neighborhood.

#### WHAT EQUIPMENT WILL YOU NEED?

1. The mobile, infra-red Auto-Bake oven, that dries a showroom finish to granite hardness in 30 minutes.
2. The Micro-Spray gun, which sprays an extra-smooth finish by atomizing paint extremely fine

and distributing it exceptionally evenly.

3. A standard packaged spray booth to prevent dust and turn out jobs cleaner and safer, is often a profitable investment.

**Mail the coupon** today for detailed information on how Brake Shoe can help make your shop the Number One refinishing shop in your area.

American Brake Shoe Co.  
Kellogg Division  
96 Humboldt Street  
Rochester 9, N. Y.

- ☐ Please send me detailed information on the Brake Shoe Turnover Plan.  
☐ Please have a representative call to discuss the Brake Shoe Turnover Plan with me.

NAME .....

FIRM .....

TITLE .....

ADDRESS .....

CITY.....ZONE...STATE.....

AMERICAN

**Brake Shoe**

COMPANY

KELLOGG DIVISION, 96 HUMBOLDT ST., ROCHESTER 9, N. Y. - DOMINION BRAKE SHOE COMPANY, NIAGARA FALLS, ONT.



# To get to the CORE of the matter —get HARRISON

Radiator replacements today are not the simple matter they were a year or two ago.

Engine compression is higher, road speeds are greater. Automatic transmissions sometimes require more powerful engines—and a change in the heat transfer unit (radiator).

Different radiators are often required for the same car model depending upon type of transmission.

To be sure, turn to Harrison, for Harrison makes not only original-equipment radiators

but also the *right* replacement radiators for all cars and most trucks.

Your United Motors distributor has complete information and carries a stock of Harrison radiators and radiator cores. Call him for advice, and for speedy delivery.



HARRISON RADIATORS—A UNITED MOTORS LINE  
Available Everywhere Through  
UNITED MOTORS DISTRIBUTORS

## HARRISON

HARRISON RADIATOR DIVISION, GENERAL MOTORS CORPORATION, LOCKPORT, NEW YORK

*"Knock-Out"*

## WET VALVE REFACER

Model  
K403

Now, a complete refacer  
in the low-price field...  
and with features not  
offered on many higher-  
priced machines!



### FEATURES

- Grinds wet or dry
- Five-inch grinding wheel
- V-type table ways requiring no adjustment for wear
- Zero to 90° positive stop face angle settings—with minus 1° for any angle
- Universal rocker arm attachment
- V-rest for butt grinding
- Collet-type workhead with controlled rpm's
- Concealed coolant system
- Precision-built for accuracy!

See your  
**K. O. LEE JOBBER**  
or attach ad to  
business form.



**K. O. LEE COMPANY, ABERDEEN, SOUTH DAKOTA**

WET VALVE REFACERS • VALVE SEAT GRINDER SETS • VALVE SEAT INSERTS  
RESEATER SETS • ROD ALIGNERS • STUD WRENCHES • DRILLS • SANDERS  
POLISHERS • HAND GRINDER SETS • REAMER DRIVES • A. C. WELDERS



**BE SURE YOU SELL**  
**Rubbermaid**  
**KAR-RUGS**



the "ORIGINAL"  
 Rubber "Throw-Rugs"

to Protect Car Floors from Dirt and Wear . . . .

Royal Blue  
 Forest Green  
 Silver Grey  
 Burgundy Red  
 Cocoa Brown  
 Midnight Black



**Rubbermaid KAR-RUGS**  
 Nationally Advertised  
 Locally Merchandised  
 to make YOU!  
 KAR-RUG Headquarters!



**Rubbermaid KAR-RUGS**  
 THE FIRST—THE ORIGINAL  
 —THE COMPLETE LINE TO  
 EQUIP FRONT AND REAR  
 FLOORS OF ALL CARS

**IF  
 YOU**

- want to get started NOW on the extra profits and volume you can make with Rubbermaid Kar-Rugs
- need the famous Kar-Rug complete line to cash-in fully on the tremendous profit potential
- need Kar-Rugs now to fill out a complete assortment of sizes and colors and not lose sales

Collier's

POST

HOLIDAY

Car Worth More...  
 Cleaning No Chore  
 Save Your Floor...  
**KAR-RUGS**

Car Worth More...  
 Cleaning No Chore  
 Save Your Floor...  
**KAR-RUGS**

**Rubbermaid KAR-RUGS**  
 HAVE THE COMPLETE  
 PROGRAM GEARED FOR  
 EXTRA VOLUME PROFITS



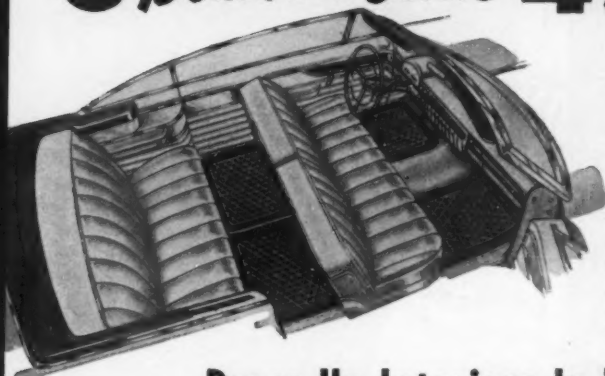
**Rubbermaid KAR-RUGS**  
 NATIONALLY FAMOUS—  
 BACKED BY THE WORLD'S  
 LARGEST MANUFACTURER OF QUALITY  
 RUBBER MATS



**Rubbermaid KAR-RUGS**  
 AMERICA'S FASTEST  
 SELLING AUTOMOBILE  
 ACCESSORY



# 6 Beautiful Colors 4 Engineered Sizes



Now, more than ever, car owners are Kar-Rug conscious — they want protection to keep car floors clean, eliminate unsightly wear — they want lasting color and beauty they can be proud of . . . and appearance that brings extra trade-in value. Be sure you sell "original" Kar-Rugs, the line for volume sales at maximum profit margins.

..... Dress Up Interiors In Lasting Colorful Beauty!



Picture Kar-Rugs in your car and your customer will be interested.



Attractive display for Kar-Rugs, made on display racks.



## CREATING NEW CUSTOMERS FOR YOU!

Leading national magazines are presenting your business with the "Rubbermaid Kar-Rug" advertisement. Let these magazines sell Kar-Rug for you. They are the most authoritative, trustworthy, and most widely read of all the national magazines. They are the only ones that sell Kar-Rug as a display — they sell "original" Kar-Rugs. The display rack that holds the product, sells your Kar-Rug. It is the only one that sells Kar-Rug as a display. It is the only one that sells Kar-Rug as a display. It is the only one that sells Kar-Rug as a display.

SEND THIS  
COUPON  
TO US  
TODAY!

Rubbermaid  
**KAR-RUGS**



Send to THE WOOSTER RUBBER CO., WOOSTER, OHIO

☐ Tell me the Kar-Rug Profit Story. ☐ Send details on Display Racks.  
☐ Please ship the following Kar-Rug order through my Jobber.

ITEM NUMBER	RETAIL	RED Carbons	BLUE Carbons	GREEN Carbons	BROWN Carbons	GREY Carbons	BLACK Carbons
15-1452 16"x18"	\$1.49 ea. \$10.14 carton						
15-1454 18"x21"	2.19 ea. 13.14 carton						
15-1455 15"x25"	2.19 ea. 13.14 carton						
15-1459 18"x26"	2.49 ea. 14.14 carton						

Packed 6 of 1 color to carton. Subject to my regular discount and terms.

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

My Regular Jobber is: \_\_\_\_\_

# Look for *This Stamp of Quality*

*(Never accept Unbranded Brake Lining)*

There are all kinds of brake lining being sold today. Many are little more than "glorified linoleum." When you buy brake lining... when you exchange brake shoes... look for the Thermoid name and the words Precision Processed, on the lining. Remember! Your reputation and your customers' safety depend on it.



## Thermoid

Thermoid Company • Trenton, New Jersey

the standard of precision processing in brake lining, brake blocks, hydraulic fluid, cylinder assemblies, hydraulic brake parts.

# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 31

FEBRUARY, 1951

No. 2

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SOUTHERN AUTOMOTIVE JOURNAL for FEBRUARY, 1951

## Richlite AUTO GAS DOOR GUARDS

**NEW!**

Specially designed and custom made to perfectly fit each car and model. 16 numbers to fit every car.

- Easily installed—no hole drilling required.
- Adds rich chrome beauty to car and protects tender finish.

Richlite Auto-Gas Door Guards are streamlined in design... made of No. 20 gauge steel and beautifully finished with the famous Richlite Triple Plate. Custom Styled to fit individual car. Write for catalog sheets illustrating our complete line of 16 numbers to fit every car.



## Free Display Board

Rigid all metal construction in three beautiful colors—red background with black on white trim... has easel for counter use and holes for wall mounting. Size 18 1/2" wide x 12" high.

(800 Guard mounted on display will be charged for.)

**Richlite** MANUFACTURING COMPANY  
1224 INDIANA AVENUE • CHICAGO 14, ILLINOIS



I'm against "scare" buying just as much as you are. But nowadays it's simply good common sense to buy the things you need . . . *early*. Material supplies will be getting shorter and shorter. You never can tell—but in order to protect yourself, you'll be smart to see your jobber about your future needs *now*.

Keep in mind, too, that your investment in new equipment will pay dividends . . . because modern, efficient equipment helps you maintain a steady, profitable volume of business.

Operating and maintaining old equipment usually is more expensive. When it breaks down, you lose time and money. And repair parts probably will be hard to get.

Another way to figure is that new equipment can help you beat a manpower shortage—the men available can turn out more jobs in less time.

I'm thinking especially about Marquette equipment. With Marquette Battery Chargers, for example, you can continue to give quick service, save man-hours.

So I suggest that you figure out—now—what you're going to need . . . and get your order in right away.



## Take the MARQUETTE 20-Second Way To Bigger Battery Charging Profits



**Push** the button on a Marquette "Hi-Rate" Battery Charger-Tester, and in just 20 seconds you'll know the true condition of a battery. The indicator shows the exact charging time necessary . . . and if the battery is defective, the Individual Cell Check will reveal it. The "Hi-Rate" Charger shuts off automatically—set it, and forget it. Here's *quick* service that pays dividends—more charging jobs, more sales of new batteries. Ask your jobber for details. Marquette Manufacturing Co., Inc., 307 E. Hennepin Ave., Minneapolis 14, Minn.

# MARQUETTE

REGISTERED U.S. PAT. OFFICE



A. C. WELDERS AND ACCESSORIES



ACETYLENE GENERATORS



WELDING ELECTRODES AND RODS



OXY-ACETYLENE WELDING AND CUTTING OUTFITS



TOW CRANES



BATTERY CHARGERS



## PATTERN FOR THE YEARS AHEAD

**A**MERICA is returning to a war-time economy. Whether all-out war is inevitable, no one knows. But, obviously, the only way either to avoid or to win World War III is to prepare for it.

That the nation faces a period of "austerity" is generally understood. The tragedy of Korea has shocked most of us into a full realization of the grim task which lies ahead.

What many of us do not seem to realize—and this may apply not only to the man on the street but to some of our leaders in Washington—is that we are facing a far different type of emergency this time. It is not a repetition of 1917 or of 1941. The immediate problem is not to prepare for a quick war—to throw everything we have into a big rearmament program, irrespective of its effect on our civilian economy.

Today we face the bleak prospect of having to live with at least a semi-war economy for many years. As someone has fittingly said: "The nation must be mobilized for an indefinite period in a world full of hate and fear."

So to prepare for this long period when, figuratively speaking, we must stand with a gun in one hand and a hoe in the other, we cannot assume that it will be satisfactory merely to reinstate the regulatory devices which served us well during other emergencies. Instead, we must consider carefully not only how we can build up and maintain a powerful military machine but how, at the same time, we can keep our civilian economy operating at greatest possible efficiency.

There is, for instance, the problem of price control. It has been greatly complicated by the confusion existing in Washington. For months it has been assumed that in due time we would have price and wage controls, even though there are many who feel there are other and more effective ways of stabilizing prices. In fact, it was some five months ago that the Economic Stabilization Agency was established, ostensibly to control wages and prices.

But for many months nothing at all was done about it other than to offer an impractical voluntary price control plan with no wage restraints, along with a discriminatory order freezing prices

on the products of three automobile manufacturers.

The long delay in establishing any definite policy naturally resulted in a highly inflationary situation, as prices and wages were boosted generally in anticipation of a freeze.

This time, even mandatory price controls will not be sufficient. We must attack the cause of inflation if we are to control it. And the cause of inflation is excessive consumer purchasing power in relation to the supply of goods and services. So the obvious remedy is to maintain as large a supply of consumer goods and services as the military program will permit, while at the same time reducing excess buying power by cutting down on non-military government spending and by imposing higher taxes.

It is entirely possible that by attacking the causes of the disease rather than the symptoms, we might find that rigid price controls are not actually necessary.

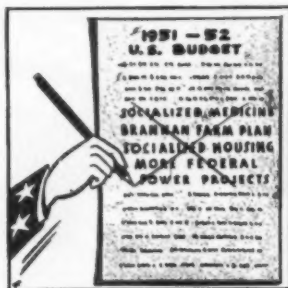
We must realize, too, that we face a new and different problem in the financing of this military program. For as Sen-

ator Byrd said in his recent letter to the President: "When we started preparedness for World War I, the Federal debt was little more than one billion dollars. When we started preparedness for World War II, the debt was a little more than 40 billions. Now we are starting to prepare for this, the most perilous of all threats to our freedom, with a debt of more than a quarter-trillion dollars."

So this time we must work on a pay-as-you-go basis. Otherwise, the financing of a great military program extending for many years might wreck our entire economy. And that would provide an easy victory for communism.

But if we civilians tighten our belts, we are justified in demanding that government do the same thing. If we spend less in order to pay higher taxes, we should insist that government also practice rigid economies. If we abandon the idea of "business as usual" we have a right to ask that government abandon "politics as usual."

We need to cut a pattern for the years ahead which will enable us to build up and maintain our defenses while preserving our American way of life. It's no time for socialistic experiments.



# Sealed Power Piston Rings

TWIN PEAKS OF ACHIEVEMENT!



**Sealed Power  
MD-50  
STEEL OIL RING**

The only ring with the  
FULL-FLOW SPRING

**Sealed Power  
CHROME FACED  
RINGS**  
for triple  
mileage

Best for oil control  
even in  
**BADLY TAPERED**  
and  
**OUT-OF-ROUND BORES**

Latest scientific  
development  
to fight  
**HEAT, FRICTION,  
CORROSION, ABRASION**



**Sealed Power Piston Rings**

BEST IN NEW CARS!

BEST IN OLD CARS!



# SPOTLIGHTING the NEWS

**Lower production** of cars and trucks can be expected during this and succeeding months, although production of trucks for military needs can be anticipated to move upward for a spell. January production aggregated 500,000 cars and 125,000 trucks—approximately the same number of cars as the same month last year and about 25,000 more trucks. Manufacturers have estimated that the assembly lines would disgorge 20 per cent fewer units this quarter and the production rate may drop as low as 50 per cent of the 1950 figure by mid-summer. How fast the industry converts some of its facilities to military orders and to what extent the government clamps down on copper and other scarce materials will be the principal factors involved in the months lying just ahead.

**Convertibles** are annoying some dealers. They want the manufacturers to make fewer and use the materials to turn out standard models. The public should be offered these latter units in view of the trend of many purchasers to buy with an eye on the uncertain future and the probability that many of them will have to keep the car they buy now much longer than they might otherwise, said some dealers. But the answer which came from one manufacturer, interviewed while he was attending the National Automobile Dealers Association convention at Miami Beach last month, was: "There's still a demand for convertibles. We, as you know, schedule production for months ahead. There's a great deal of uncertainty in regard to production which we would very much like to be able to see through. Meanwhile, there are still some people who want convertibles."

**Southerners** will continue at the helm of NADA. Fred L. Haller, Hudson dealer of Washington, D. C., relinquished the presidency to the former vice-president, R. D. McKay, Chrysler-Plymouth dealer of Wichita, Kan. Named to succeed the latter was J. Saxton "Sax" Lloyd, Buick-Cadillac dealer of Daytona Beach, Fla. The convention of the 34,300-member association drew a record-breaking attendance of 11,061 persons, in-

cluding 5,072 dealers. Miami Beach clearly established itself as a summer-in-wintertime place to hold a convention, except that on one day the mercury sneaked toward 32° before jumping back up.

**Safety** must be emphasized more than ever, in view of the likelihood that slightly more than 50,000,000 motor vehicles will be rolling in the United States by the end of this year. The Inter-Industry Highway Safety Committee, backed by vehicle manufacturers, handed out praise during its NADA-convention luncheon to the Automobile Dealers Association of Alabama for its marked success in making residents of that state more aware of the need for traffic and highway safety. The lesson to be drawn from all this, as one sees a continuing high level of accidents involving motor vehicles, is

that the opportunity is clearly open for independent garagemen and car dealers to put across this point to their trade. Sell 'em safety and you sell yourself a better customer.



"—And for cleaning out sludge, rust and excessive carbon."

**Ride it out!** Look around: Do you have the latest, most efficient equipment ready to promote service operations of every sort? As steel and other materials get scarcer, manufacturers of equipment—already hard pressed to maintain fair production—will be less able to supply your jobber. One

way to help offset the drain on your own manpower is to make equipment do more and more the work of humans. Evidently a lot of dealers felt that way, too, because the exhibitors at the NADA convention reported sales much heavier than anticipated.

**No '52 changes?** Don't be surprised if the government orders manufacturers to forego all but the most routine face-lifting changes for '52 models. Reports say this order may be forthcoming in order to save steel used for tooling.

**The shows are on!** Officials reported late last month they saw no need for calling off the Southwest and Southeast shows in April and May, respectively.

Introducing the

**all-new**

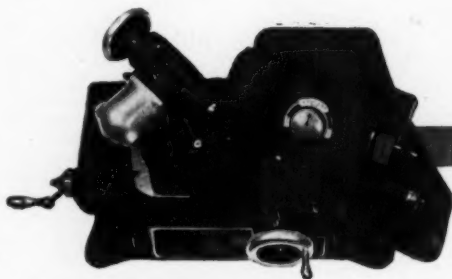
**Black & Decker  
DELUXE  
Super-Service  
Valve  
Refacer**

**\$360.00** COMPLETE



**all-new**

Every necessary piece of equipment is on this **ALL-NEW B&D VALVE REFACER** and in position to do a complete job—face grinding, stem grinding, tappet grinding, rocker arm grinding, even wheel dressing!



**all-new**

Revolutionary engineering advances make this machine the last word in Valve Refacers! Hypoid gears of finest design and construction drive the work head spindle. Two B&D universal motors independently drive collet and wheel spindles. Bearing adjustment on feed screws has automatic end play take-up. Wet grinding at both valve and attachment wheels is controlled by single coolant valve on top of wheel head. Clean design is free from complicated adjustments and troublesome gadgets, tubes and wires!

**all-new**

Angular position of wheel head (shown here) permits *traverse* grinding of any angle valve face from 0° to 90°! Handles stem sizes from 9/32" to 11/16", head diameters up to 4".

**all-new**

No lost time or motion attaching and detaching separate pieces of equipment with this great new B&D Refacer—**BECAUSE EVERYTHING IS ON THE MACHINE!** And its quick-clamp collet makes insertion and removal of valves a much faster operation than ever before.

**all-new**

This sensational new B&D Refacer gives you mirror-smooth finishes *every time*—eliminates chatter marks, time-wasting re-grinding, costly scrapping! That's because of features like its two B&D-built motors which deliver smooth, abundant power—hypoid gearing that insures very smooth spindle operation—and 4-point bearing suspension on both work and wheel tables for fast, smooth travel!

**SEE YOUR NEARBY B&D DISTRIBUTOR** for a thorough demonstration of the revolutionary new Valve Refacer. See its many advanced features. Learn how it will quickly pay for itself out of savings. No obligation, of course. Write for free catalog to: **THE BLACK & DECKER MFG. CO., 633 Pennsylvania Ave., Towson 4, Maryland.**

LEADING DISTRIBUTORS EVERYWHERE SELL



**Black & Decker**  
PORTABLE ELECTRIC TOOLS







A profit-sharing plan by which salesmen get 25 per cent of the gross profits on new cars sold has stimulated the sales force to capacity at Old Dominion Motors, Inc., at Alexandria, Virginia.

It is an interesting sight every evening as the men gather around Service Manager G. A. Nichols to see him post the scores. Each Friday evening one of them is handed a \$5 bill for top production.

Our mechanics generally are happier because their wages are higher. We have obtained greater stability in the shop by our profit-sharing wage plan. The mechanics are not as inclined to look around elsewhere for a shop with a potentially large volume.

The same "Tommy" mentioned above has had a number of attractive offers from other shops in the area because he is a top-rate mechanic. But he stays with Old Dominion because he earns more under our wage plan and feels his future is here.

We have maintained our high standards of quality throughout. Satisfying the customer is as much the concern of the mechanics now as it formerly was the company's. The mechanics want to see the customer return—not with complaints, but with requests for additional work.

The mechanic is bent on giving the customer a square deal. If he's selling a customer \$30 worth of repair work, he wants to make sure that customer feels satisfied that he got his \$30 worth out of the transaction.

For our car-sales force, we believe the only practical wage plan is one in which the salesman is on a profit-sharing basis. Unless a salesman's compensation is tied in with company profits, he has no interest in whether his sales are profitable sales.

If you're paying your salesman a flat commission of \$30 for every trade-in, it doesn't matter to him whether there's a \$500 difference or a \$1,000 difference on that car. Under the percentage commission plan he can allow \$500 for

a '38 car that's worth \$50, and lose the company's profit in the deal.

Under the profit-percentage plan both salesman and company are working for the same goal—the greater the profit, the bigger the commission.

We believed that in this growing suburban city within the Washington, D. C., metropolitan area there was a potential that had still to be tapped. Only some plan that would provide stimulus for going after that potential could make it yield. It had to be a plan in which the men shared in the success of the business. Only that would provide the incentive to greater zeal and a greater gross. They had to have a stake in the gross profit.

And so, two years ago, in the spring of '49, we began to work on increasing car-sales volume. We did not wait for volume to increase our force. In April that year we doubled our force to go after volume.

I had read in a trade journal of a profit-sharing wage plan that proved highly successful for both company and employees. I communicated with those operating the plan for details, checked with others who had been successful similarly in Philadelphia and in a town in South Carolina, and felt that I wanted to experiment with it.

We embarked on the profit-sharing plan, proposing to salesmen that Old Dominion would pay 25 per cent of the gross profit on every new car sold.

We tried a percentage-of-profit  
(Continued on page 100)

President Jerry Slagle says his salesmen, mechanics and the company work for the same goal under the profit-sharing plan.





# A CAT HAS 9 LIVES... ***YOU HAVE ONLY ONE***

**LET US CHECK YOUR BRAKES.  
STEERING. LIGHTS. TIRES. ETC.**



A set of five colorful wall posters to remind car owners of essential services which can be performed in your shop is part of the plan.

## This Means Business...

**"Care Will Save Your Car" advertising and sales-promotion program will bring New business to Your car repair shop.**

By **GEORGE W. STOUT**, Executive Secretary  
Automotive Advertisers Council, Inc.

THE repair and maintenance of the nation's more than 45,000,000 vehicles is a multi-billion-dollar business and it is growing bigger every day. This fact, plus the encouraging news of a record production of over 8,000,000 new vehicles in 1950, makes it more imperative than ever for service shops and automotive retail outlets to take action to get their share of this business.

Competition for the car owner's dollar is keen, but the increased business potential is tremendous for aggressive service shops who continually "sell" their services to prospects and customers. With the announced 20 per cent cut-back in new-vehicle production, there presumably will be more repair and maintenance on older vehicles, and the advertising and sales promotion methods of each shop will determine who gets this increased volume.

To help the vehicle dealers, independent garagemen and service stations exploit this vast sales po-

tential, Automotive Advertisers Council, comprised of 65 leading advertising specialists in the Automotive Service Industry, has

prepared a top-flight, non-profit advertising and sales promotion that is within the financial reach of every service shop, large or small. This wide-awake program is built around the theme, "Care Will Save Your Car," and is

available to all automotive retail outlets through the 1,300 U. S. and Canadian jobbers now enrolled in the Automotive Advertisers Council's Industry-Wide advertis-



This trade-mark emblem will be seen by millions of car owners from coast to coast.

Direct-mail pieces personally invite car owners to your shop and stress your name, location and services.



ing and sales-promotion program designed for them.

Already hundreds of firms have joined in this program.

The "Care Will Save Your Car" campaign is the sure-fire answer for the repairman who wants a

well-planned, year-round advertising program at low cost. And the program is good... good enough to carry the endorsement of the leading Automotive Service Industry trade groups and associations in the United States and Canada.

Complete information on the "Care Will Save Your Car" pro-

gram, together with order forms for dealer participation, is contained in a compact advertising kit which service-shop operators may obtain through participating jobbers. Included in this kit is a full-color booklet entitled, "This Means Business for All Automotive and Retail Establishments." The booklet emphasizes the importance of the program and carries reproductions of all available advertising media with suggestions for effective use.

An outstanding feature of the "Care Will Save Your Car" campaign is a series of six mailing pieces for the service-shop operator to mail direct to his prospects and customers. Each mailing piece has been carefully written and designed to invite prospects into the service shop and is im-

(Continued on page 137)



Twenty three-color, spiral-bound bulletins, size 21 x 28 inches, cover all important repairs and service suggestions.



**In the Southwest ↓**

# How Two Dealers

*SAJ brings you the thinking on current events by men who are known for their aggressive operations. A stepped-up GI training program, a decision to meet competitive wage scales—these are some of the steps taken by Fred Jones as a result of what he sees as the changing conditions.*



**W**HILE I am flattered by the invitation to write this article, I do so not with reluctance but with a certain amount of diffidence.

I do not perceive myself as being precocious or clairvoyantly endowed. I am unable to pierce the fog of today's uncertainties and see the tomorrow clearly. To give that impression is not my intention. I willingly set forth what we are doing to cope with future problems, with the reservation that we are so set up we can alter our plans on a moment's notice.

We are not an organization that remains static; we are not so constituted that we can neither rebel against the old nor conform with the new. We do not attempt to resist today's problems by dismissing them with the thought they shouldn't exist simply because we do not want them to exist. We will not allow our thinking to drop into that alarming rut.

We here have a motto that expresses our thinking and clarifies our attitude. I believe that every organization has some sort of a motto—phrased or unphrased—it

**By FRED JONES**  
President, Fred Jones Ford  
Oklahoma City, Okla.

lives by. To be without one is a great detriment. Its absence implies an organization must of necessity operate on a catch-as-catch-can basis. Theirs is a day-to-day routine easily disturbed and upset.

Our motto is "Integrity of Purpose." This is not a publicized motto—a trick phrase used to instill public confidence in our organization. This is strictly an intra-organization motto to keep us reminded we have an obligation to fulfill. Fulfilling that obligation with integrity is our purpose.

Roughly our purpose is to sell and service Ford products. That is our superficial purpose. Deeper than that is our purpose to make satisfied customers. This explains our integrity of purpose.

We, as dealers, have defined our job—summed it up in three words. It is not difficult to remember. It is not difficult to understand. Our motto gives us a goal, a guidepost. When unusual

conditions arise to obscure our guidepost, we can forge ahead, making detours as we come to them, in order to reach our goal.

We never lose cognizance of the fact that the motorist is in the driver's seat and can drive in or drive past with equal effort. We do not make our customers, they make us. Our job, then, is to take care of the motorist—and do it with integrity.

Our motto boils all our problems down to one. And this is no oversimplification of events. This streamlines our thinking, clarifies our objective. Almost any organization can combat any irregularities that tend to upset its one aim. This is the purpose of bringing the one purpose into sharp focus in order to see a clear picture. Trying to cope with too many purposes simultaneously can only result in confusion.

Literally our purpose is to serve our customers, or, if you like a still broader view—the motoring public. If we do that with integrity, all the problems unravel themselves automatically.

From all indications our fac-  
(Continued on page 108)

**In the Southeast ↓**

# See the Future

*Says this Floridian: "Although I fervently hope not, automotive transportation may be necessary for the evacuation of communities. We must be prepared for that eventuality. And so, our service is vital. We have a real part in national defense."*



**By I. C. PENDARVIS**

President, Penn Motor Co., Inc.  
(Dodge-Plymouth) Tampa, Fla.

**N**ow is not the time to run to the woods.

It's time to stand up and fight. Automobile dealers have a challenge to meet. They have problems to face. They have staggering responsibilities to keep our massive transportation system moving in a wartime economy without new vehicle production for maybe ten years hence. In doing so, they will lose their greatest profit opportunity of new sales. Material shortages and lack of personnel will make their task difficult. Undoubtedly, they will have problems that are unforeseen at this time.

But I am going into the new year and into the future with the utmost confidence, with sound and sober optimism of the eventual outcome. I believe that most other automobile dealers share this view, particularly if they have examined their firm, established place in the nation's defense needs.

SOUTHERN AUTOMOTIVE JOURNAL has asked me for my views of the future. I am giving them, not as a prognosticator, nor even as an expert. I am neither. I have no crystal ball, and I have no information that is not available to every other dealer. I do not presume to speak for anyone else, and I speak for myself only with humility and with the greatest appreciation of a nation, an economic system and a social order that give me that privilege.

This, then, is one man's observation of the time of emergency in which we are living. I hope it will help to underscore and round out the thinking of other

dealers.

First of all, I believe we have got past any thought of "business-as-usual." It is well that we have done so. From here out it is going to be "business-as-unusual."

The emergency is already upon us. Its effects are going to spread daily. We are all hungry for information and trends, but we have no experts to guide us. No one knows what is ahead. We have got to proceed largely on trial and error, but we do have many advantages that we did not have when we went into our last such emergency ten years ago.

Most dealers know about that last emergency, how, without a background of experience, they weathered the storm and became greater than ever before. We have that experience this time as one of our greatest assets, and we have many other assets.

This time we are forewarned and better armed. We are privileged to have a vital service for our customers and our nation. They are looking to us to maintain their transportation, an important key to our entire defense effort. We must keep our 40,000,000 cars and trucks rolling, despite the fact that half of them are ten or more years old.

These vehicles are going to play a more important part in the present emergency than in the last one. Since the last war our cities and towns have spread

more. The population generally must cover a greater distance in maintaining the defense force and national economy. It is likely that a greater burden will be placed on automotive transportation as railroad facilities are shifted to the needs of heavy defense haulage. Seventy thousand American communities already are wholly dependent upon automotive transportation, and others will be added as their railroad services decline. Although I fervently hope not, automotive transportation may be necessary for the evacuation of communities. We must be prepared for that eventuality.

And so, our service is vital. We have a real part in national defense. We may be proud of the task assigned to us. I know we are going to be proud of the way we perform it.

We are better equipped to meet our challenge in this emergency than we were in the last. In the last five years most of us have improved and expanded our plant facilities. We have more space, better tools and a better knowledge of how to use them.

We are in a sounder financial position to meet any short-term changeover problems than ever before, and this is a major asset. It makes for sane and clear thinking instead of the haunting fear of the last emergency that we would lose our business and our place in the national defense overnight.

Our prestige in the eyes of the government and in the eyes of the public is greater than ever  
(Continued on page 102)

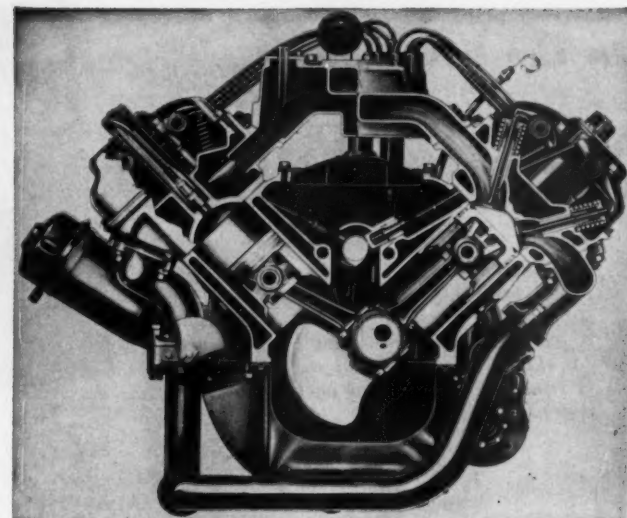


# '51 Chrysler Has New Engine

**A** 180-HORSEPOWER V-8 engine, Hydraguide hydraulic-mechanical power steering and a Fluid-Torque Drive torque converter are three principal technical improvements on the 1951 Chryslers. Details of the power steering are given on page 66.

The "FirePower" engine will be used on all 1951 models except the Windsor and the Windsor De Luxe, which will have the "Spitfire" engine, developing 116 horsepower.

The new engine is of the 90-degree valve-in-head type. Bore is 3 13/16 inches, stroke is 3 3/4 inches and piston displacement is 331.1 cubic inches. The compression ratio is 7.5 to one, the highest ever used by Chrysler. Compared with the straight-eight engine used in 1950 Chryslers, bore has been increased 9/16 inch, stroke has been decreased 1 1/4 inches, piston displacement has been increased 7.8 cubic inches and horsepower has been increased 33 per cent, from 135 horsepower. Maximum torque has been increased 16 per cent and weight decreased eight per cent for the operate on twin rocker shafts to



The V-8 engine has short piston stroke and short, rigid cylinder-block structure and crankshaft. Valve drive train utilizing hydraulic tappets aids smooth operation. Central location of spark plug and hemispherical combustion chamber improve efficiency.

complete engine with M-6 transmission.

High specific output of the power plant is due to four fundamental performance features, according to company engineers. They are: a hemispherical combustion chamber and lateral valve arrangement, superior manifolding, high valve lift and high mechanical efficiency.

The lateral valve arrangement provides the maximum space for extra-large valves and also permits unrestricted intake and exhaust porting, so that the engine may be said to "breathe naturally." Push-rods and rocker arms

drive the widely-separated valves. By including hydraulic tappets, the valve train produces quiet, positive valve action. The valve lift is said by Chrysler engineers to be the highest ever used in an overhead-valve engine.

Both intake and exhaust manifolds have been improved. The intake manifold is divided into two principal sections, each with a separate riser supplied by one side of the dual carburetor. Each section distributes fuel through individual branches to the two center cylinders in one bank and the two outer cylinders in the opposite bank. Separate exhaust ports for each cylinder pass the exhaust gases from the head passages into the manifolds extending the length of each bank.

The short, stiff, five-bearing crankshaft is counterbalanced by six large counterweights. The over-all length of the shaft has been reduced approximately ten inches, as compared with the straight eight.

Lower piston speeds reduce cylinder-bore and piston-ring wear. Controlled distribution of the cooling water results in more uniform operating temperatures throughout the engine. The rigid cylinder-head structure decreases valve-seat distortion. Possibility  
(Continued on page 135)

The Windsor sedan uses the 116-horsepower "Spitfire" engine.







# Carolina Cocoon

Ever see a big garage growing out of an old cocoon? The picture immediately at the right shows how it's happening at Powell's Garage and Wrecker Service at Columbia, S. C. The new building is rising above and around the old one-story frame structure, in a small portion of which Claude Powell, Jr., first opened his business 17 years ago.

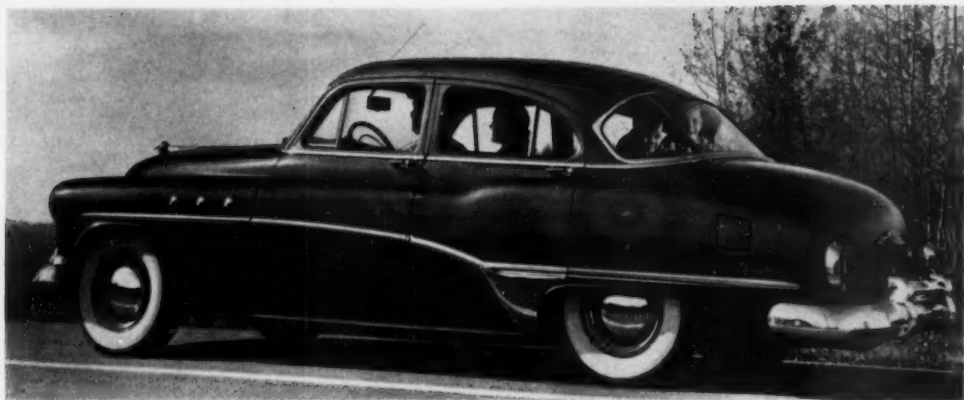
Costing from \$150,000 to \$175,000, including a considerable outlay planned for equipment when the plant is completed this spring, the building will contain 30,000 square feet of floor space. It will include a paint spray booth and infra-red baking machine, as well as a showroom for boats.

Picture at top shows the owner at extreme right watching the project alongside a new highway which caused the new front to be built on what used to be the back side, as shown in photo at top right which was made before the highway was cut through.

Bottom picture is a pictorial argument why larger quarters were needed.

The garage's doors have never been closed, says Powell, since it first opened in 1934. Wrecker service and wreck rebuilding have been stressed by Powell's





# Buick Has New Brake Lining

**A** REDESIGNED Special series with eight models leads off the 1951 Buicks. Six models in the Super series and four in the Roadmaster complete the line.

A segmented brake lining, developed by Buick during the last war for tank requirements, is one mechanical change on the Roadmaster series.

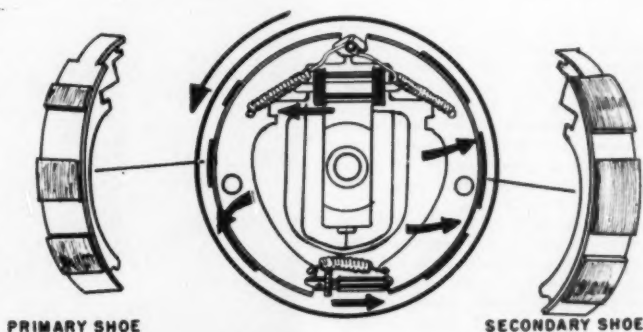
The Special 40 series has new body, new chassis and is powered with the F-263 Fireball engine introduced last year on the Super series.

The chassis follows the general X-member Buick frame design. Weight has been saved by using tubular rear-axle rods in place of the channel type used on the larger model. The propeller shaft is enclosed in a torque tube which

completely takes all torsional and driving stress from the rear axle, leaving to the coil springs the sole duty of cushioning the car, company engineers said. Axle and torque tube are bolted together, with alignment further maintain-

ed by the tubular strut and radius rods.

Improvements have been made in the spring rates and shock-absorber valving of the Specials. The rear springs are somewhat  
(Continued on page 82)



The segmented brake lining used for Roadmaster models is illustrated above. The lining segments in the primary and secondary shoes are of varying lengths to give equalized and longer wear.

At left is the Buick Super convertible. At top of the page is the Special four-door sedan, one of eight models in this series.

# 1951 Dodge Improves Cooling

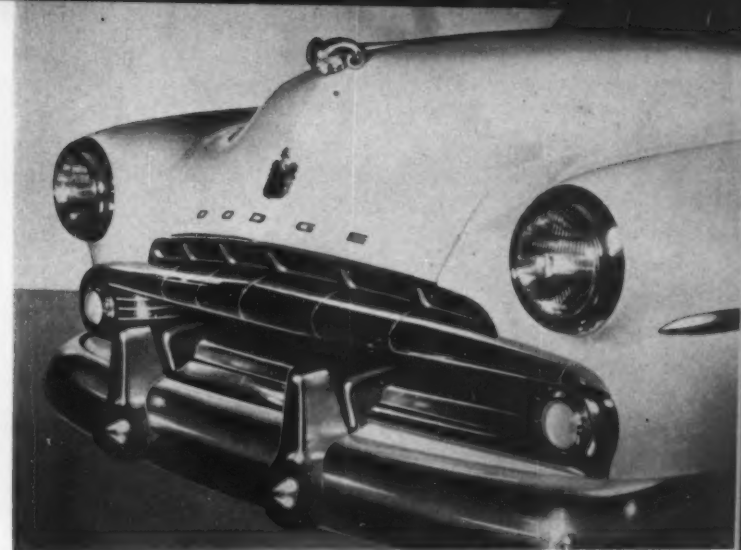
**A** MORE efficient cooling system, glare-protected instrument panel and Oriflow shock absorbers are three improvements in the 1951 Dodge models, announced late last month.

The cooling system has a permanent by-pass and a six-blade pump impeller for more efficient operation. The narrower V-type fan belt is said to give quieter operation and increased life.

The instrument panel has recessed dial faces and a non-reflecting paint finish and trim which is said not to throw sunlight into driver's eyes.

The Oriflow shock absorbers operate hydraulically but their design is different from conventional shocks. Piston and valve components have been reduced from 18 to eight. Resistances are graduated in a way that makes it almost impossible for the car to "bottom"—that is, for the axle to come into jolting contact with the rubber bumper on the frame, Dodge engineers said.

Test drivers found that the shocks permitted safe driving at



The redesigned grille and ram's-head ornament of the '51 line are shown above. Headlights are placed three inches farther apart.

50 miles an hour over bumps that throw cars with conventional shocks out of control at 30 miles an hour, Dodge engineers said.

Internal expanding parking brakes are used on cars equipped with the Gyro-Matic transmission. Parking-brake lever is now of the cane-type for easier operation. It exerts pressure on the propeller shaft brake to hold car in position and is entirely independent of hydraulic wheel brakes for extra safety.

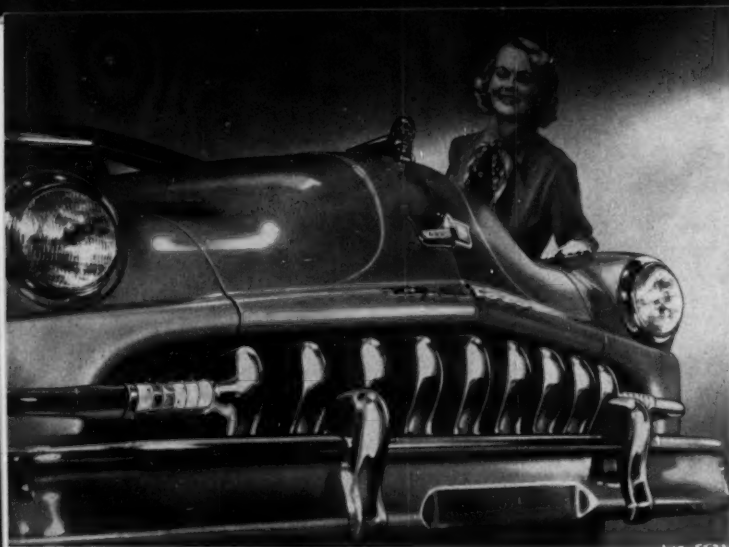
Rubber insulation on body and chassis is more effective. Generator capacity has been increased and resistor-protected ignition system gives smooth engine performance. Electric windshield wipers are used on all models.

Driver vision has been improved by narrowing the front corner posts of the body, widening the windshield 2 1/2 inches, widening rear windows on all models and lowering rear windows in the Wayfarer two-door sedan and business coupe. Headlights on the 1951 models are three inches wider apart to give better road illumination at night.

The Gyro-Matic transmission will be available on all models in the line except the Wayfarer Sportabout.

The 1951 line consists of six body styles in the Coronet series on a 123 1/2-inch wheelbase, a Meadowbrook four-door sedan on the same wheelbase and three body styles in the Wayfarer series on a 115-inch wheelbase.





The vertical bars in the grille can be replaced individually in case they are damaged in any way. Overall length of the 1951 line has been increased and head room is greater for front and rear seats.

## 1951 DeSoto Features Shocks and Choke

**A**N AUTOMATIC choke built into the carburetor and redesigned shock absorbers are two of the mechanical changes in the 1951 DeSoto models.

The choke is said to give improved engine starting and smoother operation during warm-up. The carburetor is of the down-draft, single type.

The Oriflow shock absorbers are of the hydraulic, double-acting type. Control of fluid flow in the shocks is said by company engineers to give desired resistance at all times. The shocks are of a simpler construction than formerly and require fewer parts.

Addition of more and thicker rubber-insulated mountings protects body from frame and gives a smoother ride.

The 1951 models have a more powerful engine. Horsepower has been increased from 112 to 116. Displacement has been raised from 237 cubic inches to 251. Bore is 3 7/16 inches and stroke is 4 1/2 inches.

A new parking brake is said to give three times the holding power of the former parking brake. It is the internal expand-

ing drum type with a drum diameter of seven inches. The parking brake handle has been placed closer to the steering column. It is now "T" shaped to permit the driver to enter or leave the car without interference. A direct pull sets the brake and a turn of the handle releases it.

Custom models are equipped with Tip-Toe hydraulic shift with Fluid Drive. The shift is optional on DeLuxe models.

All models are equipped with Safety-Rim wheels and Safe-

Guard hydraulic brakes, 12 inches in diameter.

The engine is waterproofed throughout, company engineers said, and dust protection is better.

Visibility has been increased front and rear by widening the windshield and narrowing the front corner posts. The hood and fenders have been sloped forward and the rear-window area has been increased by 88.7 square inches to improve visibility.

The front bumper is larger and heavier and is integrated with the grille styling, while the rear bumper also is deeper and heavier. Grille bars can be replaced individually, if damaged. A stone shield on the Custom line, belt moulding that completely encircles the car and new rear-fender mouldings that are placed lower on the fenders are other changes in exterior styling.

The steering-wheel column is completely shrouded to the floor. The glove box has added capacity and a new map light has been installed.

The wheelbase of the 1951 models is 125 1/2 inches, permitting rear-seat passengers to ride between the axles.

Body styles in the Custom line are: four-door sedan, club coupe, convertible coupe, eight-passenger sedan, nine-passenger Suburban, all-steel station wagon and Sportsman hardtop coupe. The DeLuxe line includes: four-door sedan, club coupe, eight-passenger sedan and Carry-All sedan.

The four-door Custom sedan has increased visibility front and rear.





# Oldsmobile Alters Carburetor

**A** REDESIGNED combustion chamber, new carburetor and revamped rear springs are some of the mechanical features of the 1951 Oldsmobiles.

The compact shape of the combustion chamber in the "Rocket" engine cylinder head shortens flame travel and provides a more effective "quench" area above the pistons. Increased mixing of the gasoline particles with air during the compression stroke results in a more homogeneous mixture that burns more evenly and completely. This will help to capitalize on high-compression advantages even if fuel octane numbers are lowered in the present national emergency, Oldsmobile engineers said.

The compression ratio of the new models has been raised to 7.5 to one.

Contributing to fuel economy is the downdraft carburetor. It has a vertical air inlet to facilitate faster starting in cold weather and quick starting after heavy-duty operation. Flooding is minimized by a change in internal design.

Greater riding ease has been obtained by using leaf-type rear springs instead of coil springs. The springs are of the tapered semi-elliptic type, 58 inches long and 2½ inches wide.

The rear springs are controlled

by double-acting shock absorbers that coordinate their action with that of the "knee-action" front wheels. Front springs continue as the coil type.

The midpoint of the leaf springs is six inches behind the rear axle, eliminating the body dip upon initial acceleration, company engineers said.

The Hydra-Matic Drive has been improved. Shifting into reverse has been made easier by a friction reverse engagement. This means shifting a hydraulic valve to reach reverse instead of a reverse pawl arrangement as on former models.

The distributor cap has been enlarged to provide more voltage

by reducing arcing. It incorporates a lighter high-speed breaker arm and an improved resistor rotor.

The wiring harness has been redesigned, re-routing the spark-plug wires through a scientifically-developed bracket to increase the available voltage and reduce danger of "stray induction."

Silicon-rubber insulating sleeves now cover the porcelain areas of the spark plugs and the connections of lead-in wires.

A muffler of the "hot-operating" type is used to prevent interior condensation and give longer muffler life. It is a triple-pass design with perforations in the interior tubing to reduce noise.

The "88" two-door sedan with the "Rocket" engine is shown below. Shown at the top of the page is the "98" Holiday four-door sedan.







# NEWS BRIEFS *of the*

## Ford Division to Double Dallas Plant Capacity

**P**LANs to expand the Dallas, Texas, assembly plant of the Ford Division to almost double its present capacity of every type of motor vehicle produced by the division have been announced by L. D. Crusoe, general manager of the division.

A two-story section will be added to the east side of the present building on East Grand Ave. as soon as possible, he said. It will add 287,000 square feet of work area, making the operation one of the most comprehensive assembly units in the Ford production system.

Cost of the proposed extension was not given but was estimated at something over \$4,250,000 by Dallas newspapers. In December the Ford Division announced the purchase of a nine-acre tract in Dallas for a district parts depot to serve northern Texas.

Indicating that the prospect of increased defense production together with the company's long-range plans for greatly expanded civilian transportation output

were taken into consideration in planning the expansion at this time, Crusoe said Ford's production in the coming months "will be in direct relation to the nation's military needs."

"It's foreseeable that we may be making defense products in the expanded Dallas plant before or while we turn out civilian cars or trucks," he said. "But we'll certainly be using or needing the building in any case."

## Rubber Plant Reopens In West Virginia

**P**RODUCTION of man-made rubber has begun at the Institute, W. Va., plant, it has been announced by W. S. Richardson, president, B. F. Goodrich Chemical Co. The plant has a rated capacity of 90,000 long tons of rubber a year, almost equal to one month's consumption in the United States.

Reactivating the first unit in the world's largest facility for the production of rubber was completed in about 70 days, Richardson said. Full production is expected by early April.

## Women with Wrenches Welcomed in Florida

Ladies will be welcomed to his courses in "screwdriver mechanics," Jack Marchant, garage owner at Clearwater, Fla., announced.

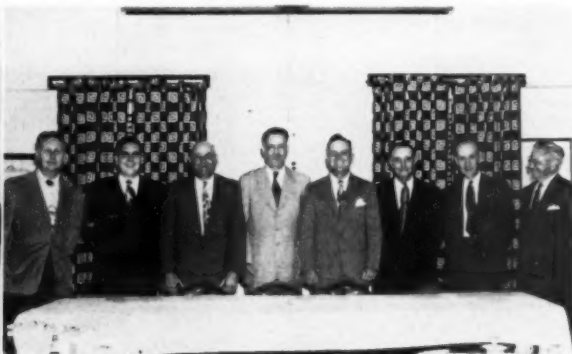
"Women can grasp the knowledge of what makes a motor tick and how to do the simple things that will keep it running just as well as men can," said Marchant. The course is designed to show short cuts to engine trouble-shooting and simple motor adjustment.

## Chipley Dies at Rocky Mount

Flake B. Chipley, Packard dealer of Rocky Mount, N. C., died recently. He was one of the organizers of the North Carolina Automobile Dealers Association and was a member of the Industry Relations Committee at the time of his death.

Hamrick Motor Co. held a big celebration at Greenwood the other day in connection with the presentation of Ford "500" pin awards, as this Mississippi company, according to President L. Flowers Hamrick, became the first in the Memphis sales district to qualify 100 per cent. Photo at left shows the proud

father decorating his son, Flowers, Jr. In the other photograph (l. to r.) are: H. O. Davis, Jr., sales manager, Ford passenger-car division, Memphis district; Flowers Hamrick, Jr., R. V. Porter, Flowers Hamrick, Sr., Curtis Allen, Bob White, Dan Brewer and Tommy Williams, Ford zone manager, Memphis.



# AUTOMOTIVE INDUSTRY



## Miami Dealers Get Ready For February Show

THE 1951 Miami Automobile Show will be held Feb. 21-27 at Dinner Key Auditorium, according to John F. Zeder, vice-president of the Miami Automobile Dealers Association and chairman of the show committee.

"An early check of last year's exhibitors showed that, almost without exception, they want as much space as they had in 1950 or more," Zeder said. "As far as we know, ours will be the only automobile show in Florida this year, although inquiries from other cities indicate that other shows will be held in the state next year."

"Last year's show was such a tremendous success that we are going all out to make the 1951 show even bigger and better."

Other members of the show committee are: Charles Tutan, Dodge-Plymouth, treasurer; Ben McGahey, Chrysler - Plymouth, publicity; Robert W. Pierce, Cadillac, factory contacts; Don Neese, Ford, decorations; Richard Thiel, Chevrolet, space layout, and W. E. Coggins, Chevrolet, special assignments. Ray Chamberlain is show manager.

## Alabama Trailer Firm Gets Defense Order

THE Dorsey Trailer Co., Elba, Ala., has received a \$3,000,000 contract to make 747 tandem flat-bed trailers for the federal government, according to J. Alton Williams, regional sales manager.

The trailers will be used to haul heavy equipment for the U. S. Engineer Corps.

## Floridians Meet Oct. 21-23

The annual convention of the Florida Automobile Dealers Association will be held at Tampa Oct. 21-23, General Manager Walter Mallory announced last month. The headquarters hotel will be the Tampa Terrace.



Barnum and Bailey don't have a thing on Ford Motor Co. when it comes to presenting a circus, as this suppliers' day exhibit and entertainment in New Orleans proved. Different Ford suppliers sponsored the "side show" booths to dramatize their products and a three-hour show by professional entertainers was another feature. Harry Strout, parts and accessories sales manager, was in charge of the sales meetings and L. D. Crusoe, vice-president and general manager of the Ford Division, was a principal speaker during the four-day session.

## Northern Virginia Group Elects 1951 Directors

SEVEN directors for 1951 were elected recently by the Northern Virginia Automotive Trade Association.

They are: Earl Kirby, Walter Eyles and Burton Kephart of Arlington; K. H. Moore, Harry Bendall and J. Leo Sugrue of Alexandria, and Harold Erwin of Fairfax.

## BOP's Rollert to Head Kansas Jet Plant

EDWARD D. Rollert, formerly assistant to J. E. Goodman, general manager of the BOP Division of General Motors, will be manager of the aircraft program at the division's Kansas City assembly plant. The plant will manufacture F-84 Thunderjet fighter planes.

M. H. Boden, former produc-

tion manager of the BOP plant at Atlanta, is assistant manager. Ray J. Wilkins, who had been manager of the Kansas City plant since 1946, is being transferred to the central office in Detroit.

Preliminary planning on the jet program is under way and the management group will set up headquarters in Kansas City this month, Goodman said. Assembly of automobiles at the plant will continue indefinitely, gradually diminishing as tooling for the aircraft program accelerates.

## Lee A. Ramsey Succumbs

Lee A. Ramsey, executive vice-president of the Ramsey Corp., St. Louis, Mo., died recently in Los Angeles, Calif. He had taken an active part in the management of the company since its formation over 26 years ago. About a year ago he had to take a leave of absence because of ill health.

JANUARY	APRIL							AUGUST	DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32

## Looking Ahead

April 2—Annual convention of the Louisiana Automobile Dealers Association, Jung Hotel, New Orleans.

April 24-25—Spring meeting of Southwestern Automotive Wholesalers Association, Oklahoma City, Okla.

April 26-29—Ninth annual Southwest Automotive Show, Municipal Auditorium, Oklahoma City, Okla.

May 7-9—Annual convention of Automotive Engine Rebuilders Association, Hotel Sherman, Chicago, Ill.

May 14-15—Annual convention of Missouri Automobile Dealers Association, St. Louis, Mo.

May 10-13—Southeast Automotive Show, Lakewood Park, Atlanta, Ga.

Sept. 16-18—Annual convention of Kentucky Automobile Dealers Association, Kentucky Dam Village State Park, Gilbertsville, Ky.

Oct. 14-16—Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.

Oct. 21-23—Annual convention of Florida Automobile Dealers Association, Tampa Terrace Hotel, Tampa.

Nov. 14-15—Annual convention of Oklahoma Automobile Dealers Association, Skirvin Hotel, Oklahoma City, Okla.

Dec. 3-5—Booth conference of Motor and Equipment Wholesalers Association, Stevens Hotel, Chicago.

### Olds Will Manufacture Army Tank Guns

OLDSMOBILE Division of General Motors will manufacture high-velocity tank guns for the Army's medium-tank program, J. F. Wolfram, general manager, announced last month.

The guns will be produced in a building now under construction that was originally intended for steel storage and plant engineering shops. It is equipped with the necessary crane ways to handle the 15-foot tubes of the gun. About 200 people will be employed on the contract at first, eventually increasing to 1,300.



This desolate place is the low point in the 1951 Mobilgas Economy Run and the lowest in the United States—Badwater, Calif., 279.6 feet below sea level. The annual mileage and performance test for stock cars will be held March 6-7 this year. Cars entered by manufacturers, dealers or private owners will travel 840.05 miles over all types of terrain during the two-day run. As in past years, performance will be measured by "ton mile per gallon" formula. Both price-range and sweepstakes prizes will be given. Stock cars without modifications will be selected from showrooms, warehouses and assembly lines by the AAA Contest Board, which supervises the run.

### Inspection Bill Introduced In North Carolina

A BILL has been introduced in the North Carolina Legislature which would revive mechanical inspections of motor vehicles in the state and would allow owners to get the inspections at commercial garages approved by the state motor vehicles commissioner or to get them at state-operated inspection lanes.

Inspections would cover brakes, lights, muffler, windshield wiper, horn and safety glass—all now required by law to be in good condition—and would cost \$1.50 each. All motor vehicles would be required to be inspected at least once a year, but a vehicle would have to pass an inspection within six months before an owner could obtain a registration certificate.

The bill, introduced by Rep. George A. Long of Alamance, would provide that the Department of Motor Vehicles would be barred from registering a vehicle or issuing a certificate of title or registration plates without a certificate of mechanical inspection, and an inspection would be required for each change of ownership.

One state-operated lane would

be situated in each of the state's 33 senatorial districts, with a maximum of 40 lanes being permitted, if necessary. Garages approved for the inspections would be charged a fee of \$25 each.

### Goodyear Tire Opens Wichita Warehouse

GOODYEAR Tire & Rubber Co. last month opened its new district office and warehouse at Wichita, Kan. The 140-foot by 160-foot building will serve more than 300 dealers in 75 Kansas counties.

R. N. Moore is district manager and L. J. Harter is district operating manager. E. O. Cooper is credit manager and D. D. Hutchens is service representative of the district.

### Fisher Builds 3,175,444 Bodies

Fisher Body produced for General Motors 3,175,444 bodies and body sets in 1950. There were some 2,480 different combinations of color, trim and body options required to satisfy the demands of fabricating and assembling the 97 different body styles offered by Chevrolet, Buick, Pontiac, Oldsmobile and Cadillac in 1950.



# How "Sax" Lloyd Sees the Future

The new vice-president of the National Automobile Dealers Association admits these are bewildering days, but at the same time he points up how dealers can make the years ahead good years IF—.

THESE are busy, bewildering days. And men are puzzled. They are groping fearfully for the answers—the right answers.

The biggest problem and the most serious one facing the car dealer today is the overpowering uncertainty which has come upon us. I think that anyone can understand that the merchant or business man will have great difficulty in projecting his expenses if he has no sure way of determining the amount of merchandise he will be able to sell or that his supplier will be in a position to supply him with.

In the first place, there is no "if" concerning the curtailment of production of new cars during 1951. If there ever was a certainty—an inevitable conclusion—then I'm convinced that a production curtailment, during 1951, is upon us even at this moment. Therefore the question of shortage of new cars becomes simply academic. We have in reality an approaching shortage right now.

So dealers are asking themselves questions. One of the questions which has them tossing sleeplessly in their beds at night is this: "In a period such as we are entering upon, shall I cut overhead and save expenses or not?"

There never has been a time when it was not good business to supervise expenses closely, and this certainly is the time when every dealer should review expenses carefully, with the thought of eliminating any expense which is not absolutely necessary.

The next question which ranks

By J. SAXTON LLOYD  
President, Daytona Motor Co. (Buick-Cadillac), Daytona Beach, Fla.

high in car dealers' minds is, "What can I do to replace the loss of business due to the new-car curtailment?" The answer to that is obvious. We must increase our service volume. We are told that an automobile dealer has accomplished an outstanding record when as many as 50 per cent of his five-year owners patronize his service department regularly, and there are some cases where this figure drops as low as 30 per cent. This would indicate that the car dealer's service depart-

ment was not overly popular with his owners.

There must be something radically wrong with a policy which eliminates 50 per cent of the potential. In addition to eliminating 50 per cent of potential customer labor sales, we must also remember that we have eliminated approximately the same percentage of parts and accessory sales.

Maybe it is just because I'm a service manager at heart—and the ties are deep, and strong, and binding—but I think in these next few years our future lies right on our service floor.

If half the people whom you  
(Continued on page 132)

## Regarding the Author

"Sax" Lloyd has spoken at a half dozen or more state automobile dealer conventions and at several of the conventions of NADA, of which he was elected vice-president at the meeting at Miami Beach last month (see page 134 for convention report). Under usual procedure he would become president next year.

After graduation from high school in 1926, he entered the automobile business as a service-department employee with the then Buick dealer in Daytona Beach. He has served in the same dealership as service manager, parts manager, sales manager and general manager. He was named president of Daytona Motor Co. in 1935 at the age of 27. He has been sole owner since 1938.

Lloyd, whose wit is known to his many friends as savoring of the Will Rogers quality, is a past president of the Florida Automobile Dealers Association. He was recently appointed a member of the General Motors Dealer Council. He headed the first Florida State Advertising Commission. He is a native of Savannah, Ga.





# Southern JOBBERS AND FACTORY MEN



## You Can Minimize Rising Overhead

Are you doing everything suggested  
by these executives to offset partially  
the increased costs now plaguing you?

**"D**o you see any way of holding down your overhead?"

This question, asked several jobbers last month, brought replies ranging from a terse "Hell, no!" (Neosho Auto Supply Co., Neosho, Mo.) to a few detailed statements by managements.

For example, this comment came from Charles F. Jacob, president and sales manager, Bastrop Motor Supply Co., Inc., Bastrop, La.:

"Yes, there are several ways to hold down or reduce one's overhead. That statement might be amended to read that there are several ways of *minimizing* or *offsetting* overhead and rising costs. By that I mean that sales efforts should be stimulated, salaried employees should be energetically checked to determine if they are giving enough of their abilities and energies and if they accomplish as much as they should during their working hours.

"Counter men can encourage extra sales by suggesting case-lot

purchases instead of six and dozen lots, and by asking for related-item purchases when a customer places an order at the counter.

"All these things will get plus business at no additional expense of sales personnel or time involved.

"We plan to cut out deliveries from a constant all-day basis to something like 30-minute or one-hour on-the-hour deliveries, if our competition will do the same. This would cut delivery expense in about half for our operation in town. We now use two delivery trucks which stay out almost constantly on small and unprofitable deliveries.

"Last, but by no means least, we intend to put our major efforts behind our more-profitable and better-paying lines. Our salesmen are being instructed along with our counter men to mention first the lines we consider most profitable, and on which they are constantly being kept up to date.

"A great many of our customers will buy from us to a certain volume figure and in fairness to

another of their suppliers will give the balance of their business to them. We now try to get the more-profitable part of that business by placing stress on the lines we most want to sell, thereby pushing our more-profitable lines."

Bastrop Motor Supply recently added an outside salesman, Joel Usrey, and now travels three men in the territory and one in the city. It moved into its new building and machine shop a few weeks ago. The shop has \$25,000 in equipment "and we are placing orders for some additional," Jacob reported. The branch at Jonesboro, La., was closed in order "to concentrate all efforts and purchases," he said.

This answer came from W. E. McCleskey of McCleskey Brothers, Gadsden, Ala.:

"Your question is very interesting. From here it looks like this is our greatest problem for 1951.

"Most automotive jobbers are showing a lower gross profit than in previous years, due to the fact





## Manufacturers Draw Space For Ninth Southwest Show

**D**IRECTORS of the Southwest Automotive Show concluded at a meeting January 12 at Dallas, Texas, that at that time there was no reason to consider postponement or cancellation of the Ninth Annual Southwest Automotive Show, scheduled this year for April 26 to 29, inclusive, at Oklahoma City, Okla.

Consequently, Dean A. Johnson, show manager, announced that approximately 200 manufacturers who had signed contracts were to draw for show space on Friday, Jan. 26, in Oklahoma City. The space drawing was scheduled for the Municipal Auditorium, which will house the show.

Johnson also said that ever since the first of the year sponsoring jobber applications have arrived at the show office each day, and late in January in excess of 200 jobbers had signed up. He predicted the possibility of having the largest number of sponsoring jobbers in show history.

In Oklahoma City the auditorium is situated conveniently to the down-town business district, which is generally considered a stimulant to attendance.

The 1950 show was held at the Coliseum in San Antonio.

The president of the next show is W. H. Vick of the Oklahoma City Hardware Co., Oklahoma City, Okla. D. L. Naylor of Auto Spring & Supply Co., Wichita Falls, Texas, is first vice-president.

### Wix Accessories Advances Arthur Hull-Ryde

**A**RTHUR Hull-Ryde, sales manager, has been elected a vice-president of Wix Accessories Corp., Gastonia, N. C., President Allen H. Sims announced.

Hull-Ryde joined the firm in 1949 as a special sales representative. He was named sales manager in May, 1950.

"Sales are good, collections are slower than last year," Charles F. Jacob, president and sales manager of Bastrop Motor Supply Co., Inc., Bastrop, La., reported last month. "Some business failures are due to credit over-extension. We find that many smaller operators extend credit to their accounts and are not able to pay their own bills when they come due."



Col. J. McEwen Cherry reported to Cleveland, Ohio, Jan. 25 as regional field officer for the selective service system and in that capacity is acting as the personal representative of Maj. Gen. Lewis B. Hershey, selective service director. Cherry is also adviser to the regional director of the defense manpower committee there. His region embraces Michigan, Ohio and Kentucky. On leave of absence from the McEwen Cherry Co., Nashville, Tenn., he had been Third Army field officer for the selective service system since his return to the Army Sept. 15, 1950. His permanent mailing address continues as 1203 Church Street, Nashville 3, Tenn.

### Motor Supply Co. Adds Seven Men

**S**EVEN salesmen have been added to the force of Motor Supply Co., Inc., Amarillo, Texas, it has been announced by Carl L. King, Sr., president and general manager.

They are: Gene Harper, formerly with a San Antonio jobber; James Latham, formerly parts manager of McClellan Chevrolet Co. at Spearman, Texas; Charles Dye, formerly with Miller Auto Supply Co., Hereford, Texas; Bobbie Hockenhull, formerly with Motor Supply Co., Clovis, N. M.; A. B. Simpson, formerly Dodge-Chrysler dealer, Bay City, Texas; Johnnie Sanders, former parts manager of Keith Motor Co., Amarillo, and Herschel Tee-ter, formerly with Buick dealership at Clayton, N. M.

"We are pleased to announce our appointment as representative for Neapco Products, Inc., in Mississippi, Alabama and western Tennessee," Warren Todd, manager of Southern Sales Co., Jackson, Miss., reported last month in a statement.

"He does NOT want to be disturbed! And that's final."





The Christmas party was a happy time for employees of the Sharp Automotive Supply Co., Chattanooga, Tenn., and their families, as these photos show. "We had 106 in attendance," said Manager J. L. Cagle,

shown with Mrs. Cagle in the extreme left-hand picture. "We had Santa Claus for the children, a buffet dinner and our string band for all those who wanted to participate in a little old-time square dancing."

### Barrett Equipment Buys Van Norman Lines

**B**ARRETT Equipment Co., St. Louis, has purchased from the Van Norman Co. the complete stock of parts, patterns, jigs, fixtures, patents and the right to manufacture the Van Norman brake-shoe burnisher and the Metal-Kleen washer. They will be produced under the Barrett name.

Manufacture of the equipment will be transferred to the St. Louis plant as quickly as plans for expansion are completed.

"We have added the complete Carter line," Owner R. L. Jackson of Standard Auto Parts, Dade City, Fla., reported.

## Contracts Are Pouring in For Next Southeast Show

**C**ONTRACTS from both sponsors and manufacturers for the Southeast Automotive Show were coming in at a faster rate than during the comparable period for the last show, Foster B. Steward, show director, said late last month.

"Mailings went out to wholesalers and manufacturers around the middle of January and we've had a nice response," Steward said. "Early response from the wholesalers especially is greater than for the 1949 show."

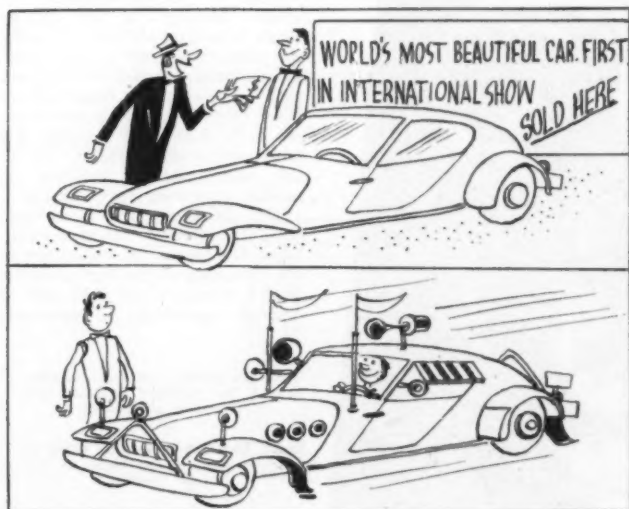
The show will be held May 10-

13 at Lakewood Park in Atlanta. Previous plans to hold the show in Birmingham, Ala., had to be changed when display space there was taken over for defense purposes.

Exhibits will be housed in three buildings with a total of 85,000 square feet of exhibit space.

### Dates for Show Changed

The dates for the Southeast Show have been changed from May 17-20 to May 10-13. Officials reported that conflict with a convention necessitated the change in order to get the promise of enough hotel rooms to house persons attending the show.



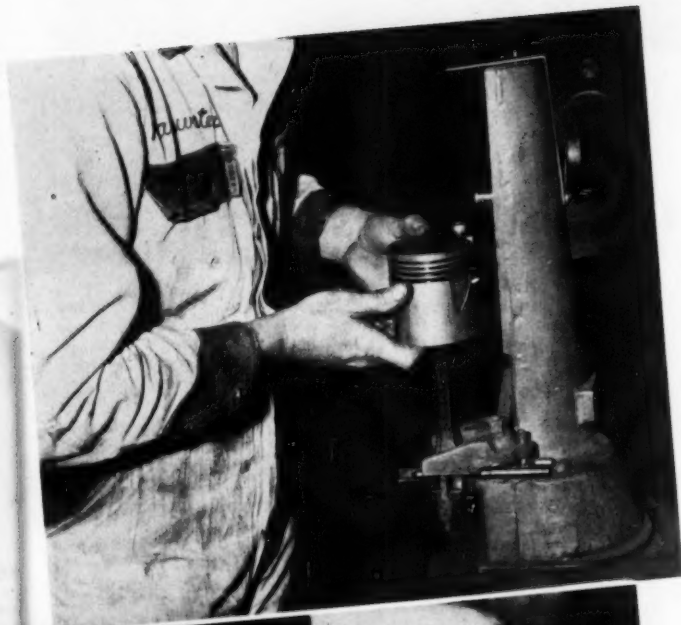
Buildings are within 200 feet of each other. Adequate parking space is adjacent to the buildings.

The main floor of a fourth building will house a dining hall, with cafeteria-style service. Snack bars will be situated in the three exhibit buildings.

Closed sales conferences between sponsoring jobbers and exhibiting manufacturers will be held from 9 a.m. until 1 p.m. on Thursday, Friday and Saturday. From 1 p.m. until 9 p.m. on these three days the show will be open to non-sponsoring wholesalers and tradesmen. Hours on the final (Continued on page 116)

# SERVICE

## AND MAINTENANCE



## FITTING PISTONS

*You gotta be on your pins and needles when you are having to install pins and rings.*

**N**O ONE has envied our front men their job during the past few weeks; the abnormally cold weather has caused service complaints which they had not been accustomed to—particularly engine noises.

Most of the complaints are about "knocks" in the engine when it is first started. Usually the owner phones in his complaint and is advised to bring the car to the shop for examination. Upon arrival the car is road-tested with him and usually the noises have disappeared due to the engine having reached its normal operating temperature.

This is where the front men have the difficult job of explaining to the owner the difference in the clearance of the various parts of the engine when cold and at normal operating temperature.

**Top:** No piston and rod assembly should be installed without first checking alignment.

**Left:** The pin must be fitted to specification. If too tight, it will cause trouble.



## March Issue: Scrutinize 'Em!

*With parts shortages and fewer new cars, Technical Editor Lowery cites next month the ways in which every shop man can help owners attain the maximum car use.*

due to the difference of expansion of the various metals of which the engine is made. This is especially true of the pistons and cylinder block.

Most light-weight pistons expand more rapidly under heat than do the cylinders in which they operate. Satisfactory explanation of this to the owner is quite difficult, as many service salesmen have found.

There are cases when the piston noise will not completely disappear when the engine is at correct temperature. If the vehicle shows low mileage, it may be caused by tightness of some parts and we do not recommend opening the engine until thoroughly "broken-in." The owner will be better satisfied with the vehicle if it "comes in" normally rather than to have the engine "opened up." Getting this across, too, may be quite a job in the case of many customers.

The piston is one of the most important parts of the engine. It transforms the heat energy of the fuel into mechanical energy; it transmits the lateral thrust due to the angularity of the connecting rod to the cylinder walls; it also carries off some of the ex-

cessive heat generated in the combustion chamber of the car or other vehicle.

In normal operation the temperature of the piston from head to skirt may vary several hundred degrees. To operate properly the piston must be fitted correctly to the cylinder, the clearance dependent upon the type of piston used.

The piston pin must be correctly fitted to the piston, particularly the full floating type; otherwise, the pin may interfere with the normal expansion and contraction of the piston. A tight pin may cause the piston to become scored or cause a piston noise.

Fitting the piston pin is usually done by the "feel fit" method, such as:

Type of piston	Type of pin		
Cast iron—bushed	Oscillating thumb fit	Full floating	Set screw
Cast iron—not bushed	Free drop	Light drive fit	Light drive fit
High silicon	Thumb fit	Thumb fit	Light drive fit
Aluminum	Palm fit	Thumb fit	Light drive fit



By E. M. Lowery  
Technical Editor

Pin fitting should be done at normal room temperature.

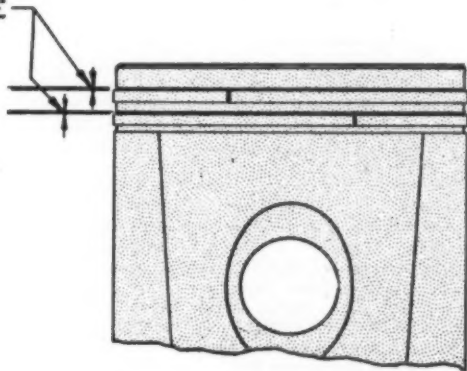
The piston must be correctly fitted to the connecting rod and the rod and piston properly aligned. Incorrect alignment may cause excessive wear and/or knock.

Piston ring installation is also a very important item if good en-

(Continued on page 98)

Right: Checking piston ring end clearance.  
Below: Checking piston ring side clearance.

CLEARANCE





# Taking Apart the "Hydraguide"

*Here is what makes the power steering gear of the '51 Chryslers tick.*

THE "Hydraguide," the patented hydraulic power steering mechanism developed by Gemmer Mfg. Co., Detroit, during the last 22 years and aimed at relieving the driver of 75 to 80 per cent of the steering effort, appeared this month on some of the 1951 models of Chrysler automobiles. Later it is to be offered in heavy-duty types for steering and/or controlling other vehicles. (Story of 1951 Chryslers appears on page 50.)

While the principle of hydraulic steering is not new (having been used by the Navy on large ships as far back as the 1890's and applied in the late 1930's to large airplanes), power steering is new in its application to modern high-speed motor cars. It has been used for heavy-duty and "off-the-road" vehicles where speeds of operation are comparatively slow. "Feel of the road," "split-second" response and "fingertip" ease are necessary in present-day automobiles.

Power has been made necessary because of parking difficulties arising from use of the easy riding but broad tread "low-pressure" tires now standard in the industry. When steering is made easy, the gear ratio has to be increased and responsiveness to steering reduced correspondingly. With power steering a quicker and safer ratio can be used, because power makes the parking easy.

To correct steering errors during a skid requires a fast gear that is instantly responsive to the driver's demands. Hydraguide requires 40 per cent less steering-wheel movement and 75 to 80 per cent less effort to turn the wheels.

The power control is instantaneous in response to steering-wheel movement. It does not require the driver to turn the wheel back when straightening out after

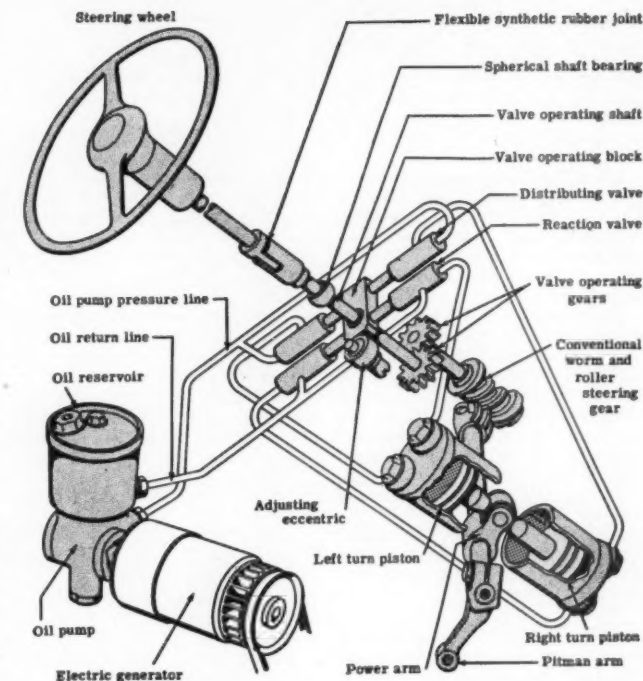


Diagram showing relationship of the various elements of the Gemmer Hydraguide steering gear, used on the 1951 Chryslers.

taking a turn. With the Hydraguide, the car recovers naturally and normally as with any conventional steering gear. This control is the secret of its successful application to a high-speed big car like the 1951 Chrysler.

## Two Basic Units

Hydraguide consists of two basic units: one, the standard worm and roller mechanical gear with a hydraulic power device and its valves built into the same housing; the other an engine-driven Eaton hydraulic oil pump, combined with an oil reservoir and filter which is mounted on the engine.

When the engine is not running the car steers just like any other conventional car. Hence it can be moved about in a garage without starting the engine or steered safely, should the power fail.

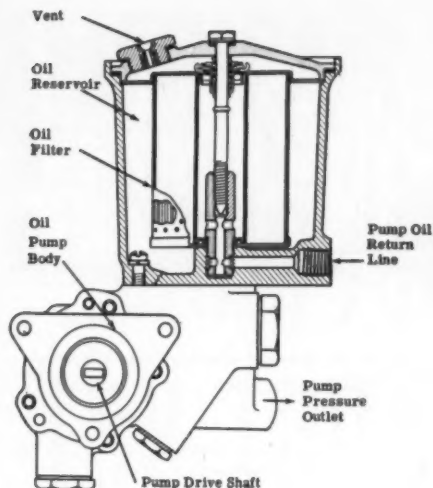
## Two Power Cylinders

The application of power to the steering is through two hydraulic pistons, operating in hydraulic cylinders arranged on either side of an auxiliary power arm which is attached to the shaft between the roller gear and pitman arm connected to the steering linkage. The piston heads are connected together by a yoke so they have straight line motion.

To allow for arcuate movement of the power arm, a hardened roller on needle bearings is provided. Hardened steel pins in each piston bear against the opposite sides of the roller. Only when there is steering action, is pressure applied to this roller, and only on one side at a time.

## Power Controlled by Torque

Torque control of the power



Oil reservoir and pump unit which is mounted on engine generator and connected to the Hydraguide steering unit by high-pressure synthetic hoses.

about 90 per cent. This division of steering torque is maintained constant. As a result, when the steering wheel is released as in recovering from a turn, power is also released and the car straightens out in the conventional manner. Instantaneous road shocks are resisted, since the valves respond to the slightest reversal of torque.

#### Two Valve Functions

Two valves are used for each power cylinder (see valve operation diagram), one called the distributor directs oil to the proper cylinder, the other called the reaction valve does two things: controls the oil flow and pressure and regulates the ratio between manual and hydraulic torque.

#### How Control Valves Work

From the outline of valve functions, it is obvious that the distributor valve must always be fully displaced before the reaction valve moves. This is accomplished in a very simple manner. A valve-operating block is located between the valve pistons and mounted on the floating steering-wheel shaft. The block moves sidewise then with each gear reaction.

The shaft center is closer to the center line of the reaction valve. Also the valve-operating block rests on the adjustable eccentric roller which prevents

function is the secret of the Hydraguide quick responsiveness. The slightest movement of the steering wheel turns the shaft, and this torque is immediately translated into power steering.

The shaft from the steering wheel to the steering gear is not continuous. A flexible forked-type coupling, cushioned in synthetic rubber, joins the steering-wheel shaft and its extension in the steering-gear housing. The extension shaft is mounted in a spherical bearing so its lower gear end can float several thousandths of an inch. However, the design only permits lateral movement of the gear end of the shaft. It is this movement which operates the valves that control the application of power.

#### How It Works

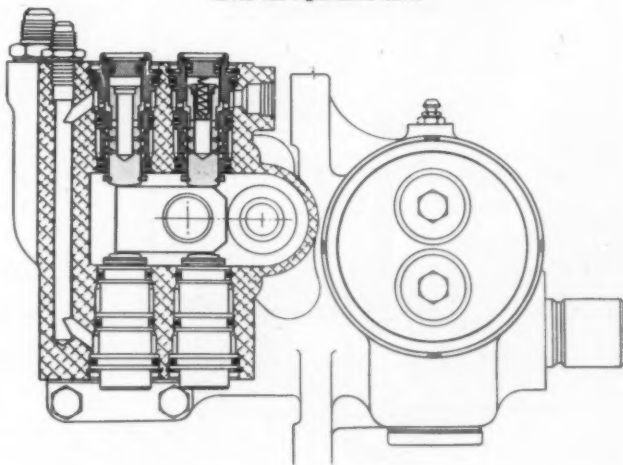
The cause of movement is quite obvious from a study of the steering-gear cross section showing the worm. The lower end of the spherically-mounted shaft and the worm are connected through a pair of gears, having elliptoid formed teeth, instead of direct as in conventional designs. The worm is, of course, connected to the steering linkage and wheels and hence offers resistance to turning.

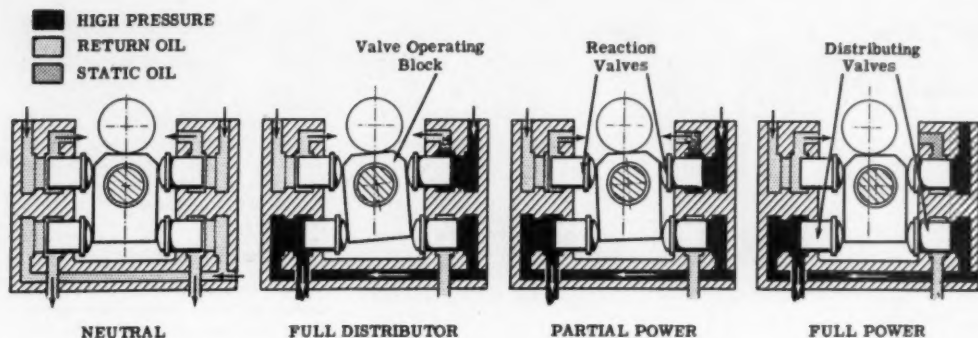
When the mating gear on the spherically-mounted shaft is turned, it tries to do one of two things: back out of mesh or move sidewise in a plane tangent to the two pitch circles. The first move-

ment (separation) is prevented by an eccentrically-adjustable back up roller. The second movement is sidewise and operates the control valves.

The sidewise movement may be in either direction, depending on which way the steering wheel is turned. Only 0.003 inch movement of the valves is necessary to start applying hydraulic power. Power application rotates the steering-gear shaft so as to reduce the manual effort required by

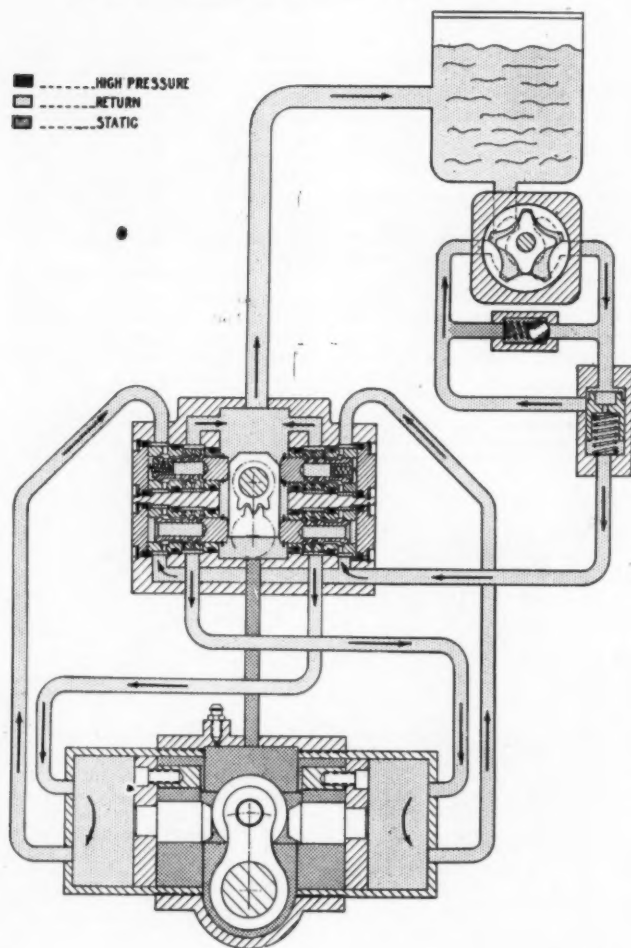
Cross-sectional view of Hydraguide valve body, showing relation of four valves and valve operating block. All valves are shown in neutral position. Distribution valves are the left-hand ones and reaction valves the right-hand ones.





Simplified valve-operating diagram. Simple piston valves are used instead of the actual multiple-ported valves for clarity in explaining the valve action.

Hydraguide schematic oil flow diagram in neutral position.



back-lash between the valve-operating gears.

Next, it should be noted that each of the valves is provided with a collar so that its maximum movement is limited. The collar bottoms on the valve sleeve. The distributing valves are connected together through an internal passage. They are backed up by full oil pressure with the valve block imposed between them. Hence, they are completely balanced and freely slide with the slightest movement of the valve block. The first displacement of the valve gear shaft moves both the valve block and the distributor piston fully. Further displacement of valve block moves the reaction piston in the same direction. A valve operational diagram of these steps from neutral to full power shows this function.

#### Power Cylinders

Drawn steel power cylinders are screwed into the steering-gear housing and locked in place with spanner nuts. The piston heads are joined together with a yoke that assures their proper alignment at all times. Pistons have adequate clearance and are sealed by a unique composite piston ring. This consists of a "Tee" shaped synthetic rubber ring backed up on either side by split laminated phenolic plastic rings. These rings prevent destruction of the rubber ring by extrusion as would be the case if ordinary "O" rings were used. The high-pressure oil lines are attached to the cylinder head by "banjo"-type connectors, sealed with "O" rings.

#### Power Steering Arm

The power steering arm against

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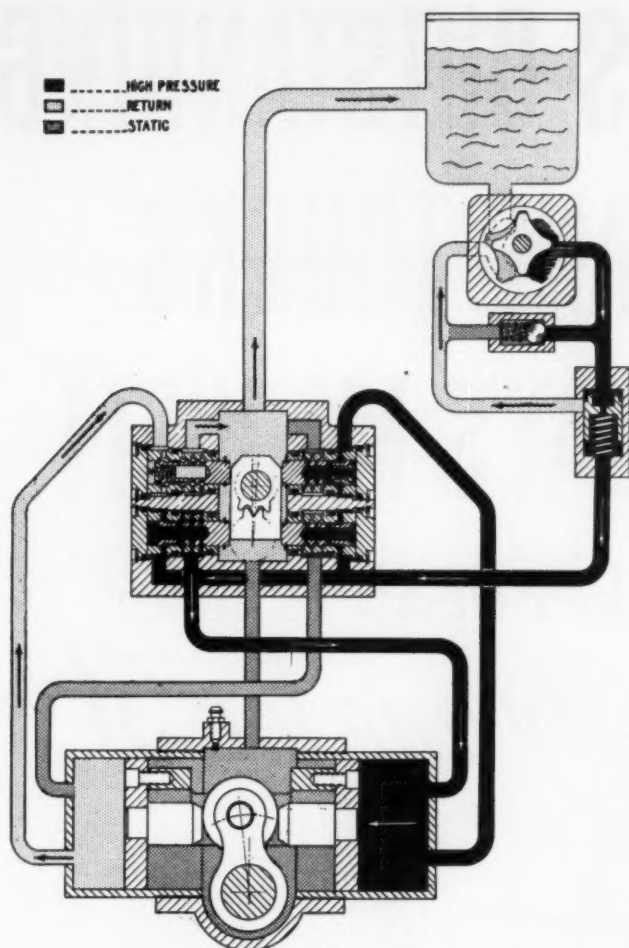


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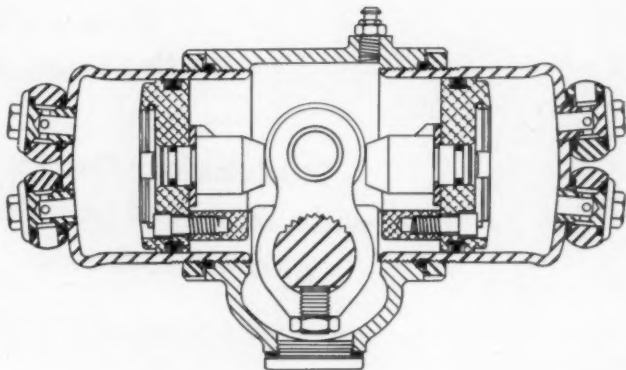




HydraGuide schematic oil flow diagram in full power position.

which the power pistons operate, is slipped over the steering arm shaft and held in position by a set screw and jamb nut. Note that it has a series of broached splines on the side opposite the clamping screw. They cover about 90° included angle and, therefore, are not under cut at any point. This was done to get full bearing of all splines and make it impossible to misassemble the parts.

Section through HydraGuide power cylinders showing relationship of power arm and pistons in relation to steering-gear shaft.



A hardened steel roller takes the hydraulic piston thrust. Needle bearings between the roller and the pin which is carried in the fork of the power arm assure smooth operation of the roller. This is necessary because the hardened steel thrust pins which press against it travel on the centerline of the power cylinders while the roller moves in an arc.

The cap screws, which secure the piston head to the connecting yoke are locked in place by a spring ring. Any leakage past the piston rings is inconsequential, since the entire rocker-arm chamber is filled with low-pressure oil. The ends of the steering-arm shaft are sealed to retain this oil.

#### Oil-Flow Diagrams

There are two oil-flow diagrams: one in the *neutral* position, the other in the *power* position. These show the relationship of the power cylinders, the valve-operating gears, valves, oil pump and oil reservoir. From this diagram you will observe that a rotor-type oil pump is used. Two other features are evident in this diagram: a high-pressure relief valve and a flow-control valve.

The latter is a spring-loaded piston valve with an orifice in it so that a uniform quantity of oil is delivered to the steering unit irrespective of variations in engine speed. This reduces the load on the pump from 60 to 75 per cent—a very important saving in power, especially at high engine speeds.

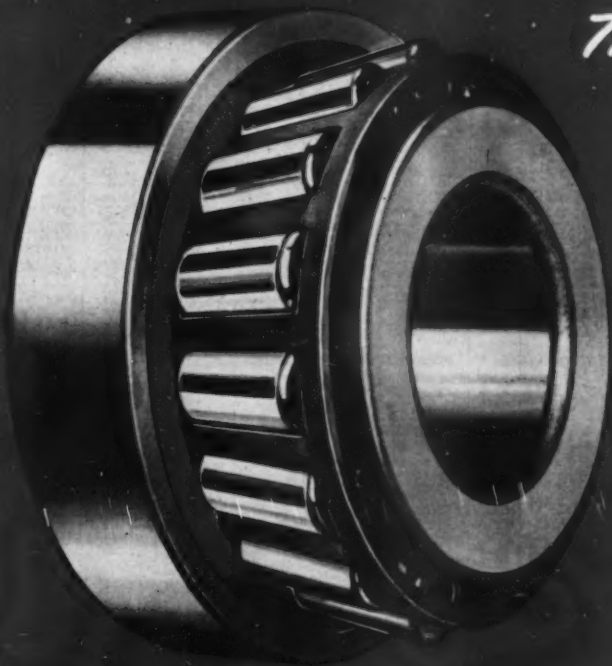
The reservoir for the hydraulic system is on top of the pump and carries a standard replaceable cartridge-type oil filter. This is  
(Continued on page 80)



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# CURRENT PASSENGER-CAR SPECIFICATIONS

## Engine and Equipment

MAKE AND MODEL	Std. Wheelbase	ENGINE												OIL	Air Cleaner	Oil Filter	Vibra. Damper	Carburetor
		No. Cylinders and Valve Arrangement	Bore and Stroke	Tumble H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	No. and Size Comp.	No. and Size Oil	RINGS	Crankcase (qts.)							
BUICK 40 Sp. & 44 Cust. Sp.	121½	8J	3½ x 4½	32.51	120@3600	LB	5	2-.0037	1-1.1875 1-1.1865	6½	AC	Y	Y	St-Oa				
BUICK 50 Super (except Model 52)	121½	6J	3½ x 4½	32.51	124@3600	LB	5	2-.0037	1-1.1875 1-1.1865	8½	AC	Y	Y	St-Oa				
BUICK Model 52	125½	6J	3½ x 4½	32.51	124@3600	LB	5	2-.0037	1-1.1875 1-1.1865	6½	AC	Y	Y	St-Oa				
BUICK 70 Roadmaster (ex- cept Model 72)	126½	8J	3½ x 4½	37.81	152@3600	LB	5	2-.0037	1-1.1875 1-1.1865	8	AC	Y	Y	St-Oa				
BUICK Model 72	130½	8J	3½ x 4½	37.81	152@3600	LB	5	2-.0037	1-1.1875 1-1.1865	8	AC	Y	Y	St-Oa				
CADILLAC 61	122	8J	3½ x 3½	46.5	160@3800	LB	5	2-.0781	1-1.1875	5	AC	N	Y	Oa				
CADILLAC 63	126	8J	3½ x 3½	46.5	160@3800	LB	5	2-.0781	1-1.1875	5	AC	N	Y	Oa				
CADILLAC 60	130	8J	3½ x 3½	46.5	160@3800	LB	5	2-.0781	1-1.1875	5	AC	N	Y	Oa				
CADILLAC 75	146½	8J	3½ x 3½	46.5	160@3800	LB	5	2-.0781	1-1.1875	5	AC	N	Y	Oa				
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	115	6J	3½ x 3½	29.4	92@3400	G	4	2-.1237	1-1.1863	5	AC	N <sup>1</sup>	Y	RP				
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	115	6J	3½ x 3½	30.4	105@3600	G	4	1-.1237 1-.0932	1-1.1863	5	AC	N <sup>1</sup>	Y	RP				
CHRYSLER Royal & Windsor	125½	6I	3½ x 4½	28.36	116@3600	Oh	4	2-.0037	2-1.562	5	b	Y	Y	Oa				
CHRYSLER Saratoga & N. Y.	131½	8I	3½ x 4½	33.8	135@3200	Oh	5	2-.0037	2-1.562	6	AC	Y	Y	Oa				
CHRYSLER Crown Imperial	145½	8I	3½ x 4½	33.8	135@3200	Oh	5	2-.0037	2-1.562	6	AC	Y	Y	Oa				
CROSLLEY Model CD	80	4J	2½ x 2½	10	26.5@5400	G	5	2-.0025	2-1.55	2	AC	Y	N	T				
DeSOTO S-15 DeLx. & Custom	125½	6I	3½ x 4½	28.36	116@3600	Oh	4	2-.0037	2-1.562	5	b	Y	Y	Oa				
DODGE Coronet & Meadow	123½	6I	3½ x 4½	25.35	103@3600	Oh	4	2-.0037	2-1.562	5	b	Y	Y	St				
DODGE Wayfarer	115	6I	3½ x 4½	25.35	103@3600	Oh	4	2-.0037	2-1.562	5	b	N	N	St				
FORD & Custom 8 Cyl.	114	6I	3½ x 3½	32.5	100@3600	G	3	2-.0033	2-1.86	5	Y	N <sup>1</sup>	N	Own				
FORD & Custom 6 Cyl.	114	6I	3.3 x 4.4	26.1	95@3800	G	4	2-.0033	2-1.86	5	Y	N <sup>1</sup>	Y	Ho				
FRAZER Std. & Man.	123½	6I	3½ x 4½	26.3	115@3650	K	4	2-.0025	2-1.550	5½	AC	Y	Y	Oa				
HUDSON Pacemaker	119	6I	3½ x 3½	30.4	112@4000	Oh	4	2-.078	2-1.875 .156	7	Y	N	Y	Oa				
HUDSON Super 6	124	6I	3½ x 4½	30.4	123@4000	Oh	4	2-.078	2-1.875 .156	7	Y	N	Y	Oa				
HUDSON Super 8	124	6I	3 x 4½	26.8	123@4200	G	5	2-.006	2-1.875 .156	7	Y	N	Y	Oa				
HUDSON Hornet	124	6I	3½ x 4½	34.9	145@3600	Oh	4	2-.003	2-1.875 .156	7	Y	N	Y	Oa				
KAISER Spec. & Del.	118½	6I	3½ x 4½	26.3	115@3650	K	4	2-.0025	2-1.550	5½	AC	Y	Y	Oa				
HENRY J	150	4I	3½ x 4½	15.68	68@4000	G	3	2-.0025	1-1.186	4	f	N <sup>1</sup>	N	Oa				
HENRY J DeLuxe	100	6I	3½ x 3½	23.44	80@3600	G	4	2-.0025	1-1.186	5	f	N <sup>1</sup>	Y	Oa				
LINCOLN Cosmopolitan	125	V8	3½ x 4½	39.2	154@3600	G	3	2-.0033	1-1.186	6½**	Y	Y	Y	Ho				
LINCOLN	121	V8	3½ x 4½	39.2	154@3600	G	3	2-.0033	1-1.186	6½**	Y	Y	Y	Ho				
MERCURY	118	V8	3½ x 4	32.5	112@3600	G	3	2-.0033	2-1.186	D	Y	Y	N	Ho				
NASH Statesman	112	6I	3½ x 4	23.44	85@3800	Oh	4	2-.0030	2-1.547	5	AC	N	Y	Oa				
NASH Ambassador	121	6J	3½ x 4½	27.34	115@3400	Oh	7	2-.0030	2-1.547	6	AC	N	Y	Oa				
NASH Rambler	100	6I	3½ x 3½	23.44	82@3800	Oh	4	2-.0030	2-1.547	5	AC	N	Y	Oa				
OLDSMOBILE 76	119½	6I	3½ x 4½	29.9	105@3400	LB	4	2-.0037	2-1.875	5	AC	N	Y	Oa				
OLDSMOBILE 68 & 98	J	8J	3½ x 3½	45.0	135@3600	LB	5	2-.007	1-1.1875	5	AC	N	Y	V				
PACKARD "200"	122	8I	3½ x 3½	39.2	135@3600	Oh	5	2-.0035	1-1.1865	7	AC	N	Y	Oa				
PACKARD "300"	127	8I	3½ x 4½	39.2	150@3600	Oh	5	2-.0035	1-1.1865	7	AC	Y	Y	Oa				
PACKARD "400"	127	8I	3½ x 4½	39.2	155@3600	Oh	9	2-.0035	1-1.1865	7	AC	Y	Y	Oa				
PLYMOUTH P-22 Concord, Suburban and Savoy	111	6I	3½ x 4½	25.35	97@3600	Oh	4	2-.0037	2-1.562	5	f	N	N	Oa				
PLYMOUTH P-23 Cambridge and Cranbrook	118½	6I	3½ x 4½	25.35	97@3600	Oh	4	2-.0037	2-1.562	5	f	Y	N	Oa				
PONTIAC 6 Model 25	120	6I	3½ x 4	30.4	96@3400	M	4	2-.0033	1-1.1863	5*	AC	N	Y	RP				
PONTIAC 8 Model 27	120	8I	3½ x 3½	36.4	116@3600	M	5	2-.0033	1-1.1863	5*	AC	N	Y	Oa				
STUDEBAKER Champ, 10G	115	6I	3 x 4	21.6	85@4000	G	4	d	1-1.562	5	AC	A	Y	Oa				
STUDEBAKER Cmdr. H	115	V8	3½ x 3½	36.4	120@4000	G	5	2-.078	1-1.1865	6	AC	A	Y	St				
STUDEBAKER Land C. H.	119	V8	3½ x 3½	36.4	120@4000	G	5	2-.078	1-1.1865	6	AC	A	Y	St				
WILLYS Jeepster & Sta. Wag.	104	4F	3½ x 4½	15.6	72@4000	G	3	2-½"	1-¾"	4	HH	N <sup>1</sup>	N	Oa-Zn				
WILLYS Jeepster & Sta. Wag.	104	6I	3½ x 3½	23.4	75@4000	G	4	2-¾"	1-¾"	5	AC	N	Y	Oa-Zn				

\*-Refill  
 \*\*-4½ dry, 6 refill  
 A-Auxiliary  
 AG-A.C. Spark Plug  
 b-A.C. and Industrial Wire Cloth Products  
 Ca-Carrier

Ch-Chain  
 D-6 dry, 5 refill  
 e-Top .0037, Middle .195  
 F-F Head motor  
 f-A. C. United Specialties and Industrial Wire Cloth Products

G-Gear  
 HH-Hoodall-Hershey  
 Ho-Holler  
 I-1 Head motor  
 j-¾", 119½", "38", 122  
 J-Overhead valve

K-Link Belt or Morse  
 LB-Link Belt  
 M-Morse  
 N-Optional at extra cost  
 N-No  
 RP-Rochester

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 St-Stromberg  
 T-Tillotson  
 V-Various  
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## Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING								Battery	Clutch Facings				Brakes		
	Breaker Gap (.0)	Spark Plug Gap (.0)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)	Intake Valve Opens b or a TDC	Cam Angle (degrees)	Breaker Point Arm Tension (ons.)	Cyl. Head Bolt Tension (ft. lbs.)	Cap. and Ter. Gd.	Cool. System (Qty.) No heater	Make	Thickness	Outside Diameter	Inside Diameter	Type	Parking Brake
BUICK 40 Sp. & 44 Cust. Sp	15	25	15h	15h	13°b	X	19-23	65-70W	100N	13.5	L/Bb	.125 10	6	H	RW	
BUICK 50 Super	15	25	d	d	13°b	X	19-23	65-70W	100N	13.5	L/Bb	.125 10	6	H	RW	
BUICK 70 Roadmaster	15	25	d	d	14°b	X	19-23	65-70W	120N	18	None used			H	RW	
CADILLAC 61	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L <sup>3</sup>	.137 10½	7	H	RW	
CADILLAC 62	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L <sup>3</sup>	.137 10½	7	H	RW	
CADILLAC 60	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L <sup>3</sup>	.137 10½	7	H	RW	
CADILLAC 75	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L <sup>3</sup>	.137 11	7	H	RW	
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	18	35	06h	13h	1°a	34	17-21	70-80W	100N	15	O	.135 9½	6½	H	RW	
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	18	35	d	d	16°b	34	17-21	70-80W	100N	15	None used			H	RW	
CHRYSLER Royal & Windsor	20	35	06h	10h	12°b	34½-38	17-20	EW	120P	17	Bb	.125 9½	6	H	Ps	
CHRYSLER Saratoga & N. Y.	18	35	06h	10h	12°b	27-30½	17-20	EW	135P	21	Bb	.125 10	6	H	Ps	
CHRYSLER Crown Imperial	18	35	06h	10h	12°b	27-30½	17-20	EW	135P	21	Bb	.125 10	6	K	Ps	
CROSLY Model CD	20	25	04	06	5°b	46	17-20	No	90P	4	O	.125 6	4	G	AW	
DeSOTO S-15 DeLx. & Custom	20	35	06h	10h	12°b	34½-38	17-20	EW	120P	15	Bb	.125 9½	6½	H	Ps	
DODGE Cor., Mead. & Way...	20	35	06h	10h	8°b	34½-38	17-20	EW	105P	15	Bb	.125 9½	6	H	Ps	
FORD & Custom 8 Cyl.	14-16	29-32	13-15	17-19	5°b	26-28½	17-20	65-70	90P	22	L	.125 9½	6	S	RW	
FORD & Custom 6 Cyl.	24-26	29-32	13-15	17-19	11°b	35-38	17-20	65-70	100P	17.3	L	.125 9½	6	S	RW	
FRAZER Std. & Man.	20	32	14	14	10°b	38	17-20	30-35c	100P	13	T	.125 9½	6	H	RW	
HUDSON Pacemaker	20	32	08	10	7½°b	38	17-20	70-75W	100P	13½	O	.203 9½	6½	D	RW	
HUDSON Super 6	20	32	08	10	7½°b	38	17-20	70-75W	100P	13½	O	.203 9½	6½	D	RW	
HUDSON Super 8	17	32	08	10	10½°b	27	17-20	45-50W	120P	13½	O	.203 9½	6½	D	RW	
HUDSON Hornet	20	32	08	10	7½°b	38	17-20	70-75W	120P	13½	O	.203 9½	6½	D	RW	
KAISER Spec. & DeLuxe	20	32	14	14	10°b	31-37	17-20	30-35c	100P	13½	Bb	.125 9½	6	H	RW	
HENRY J	20	30	16	16	9°b	41±1	17-20	60-65	100P	10.8	Bb	.125 9½	6½	H	RW	
HENRY J DeLuxe	20	30	16	16	5°b	38±1	17-20	60-65	100P	9	Bb	.125 9½	6½	H	RW	
LINCOLN Cosmopolitan	14-16	29-32	O	O	5°b	26-28½	17-20	65-70	120P	34½	L	.125 10½	7	S	RW	
LINCOLN	14-16	29-32	O	O	5°b	26-28½	17-20	65-70	120P	34½	L	.125 10½	7	S	RW	
MERCURY	14-16	29-32	13-15	17-19	5°b	26-28½	17-20	65-70	100P	22½	Bb	.125 10	6½	S	RW	
NASH Statesman	18-24	30	15	15	6°b	35	17-21	60W	90P	14	Bb	.125 8	5½	H	RW	
NASH Ambassador	18-24	30	15	15	8½°b	35	17-21	70W	105P	17	Bb	.125 10	7	S	RW	
NASH Rambler	18-24	30	15h 16c	15h 18c	6°b	35	17-21	60-65W	90P	11	Bb	.125 8	5½	H	RW	
OLDSMOBILE 75	20	40	08h	11h	5°b	35	17-21	60-70W	100N	18½	Bb	.125 10	7	H	RW	
OLDSMOBILE 88 & 98	12-17½	30			14°b	22	19-23	60-70W	115N	21½				H	RW	
PACKARD "200"	12½	26-30	07	10	15°b	Z	U	60-62	100P	19.9	L	.125 10	6½	H	RW	
PACKARD "300"	17½	26-30	au	au	15°b	Z	U	60-62	100P	19.9	L	.125 10½	7	H	RW	
PACKARD "400"	17½	26-30	au	au	15°b	Z	U	60-62	120P	19.9	au	au	au	H	RW	
PLYMOUTH P-23 Concord, Suburban and Savoy	20	35	10h	10h	12°b	34½-38	17-20	EW	100P	13	Bb	.125 9½	6½	H	Ps	
PLYMOUTH P-23 Cambridge and Cranbrook	20	35	10h	10h	12°b	34½-38	17-20	EW	100P	13	T	.125 9½	6	H	Ps	
PONTIAC 6 Model 25	22	23-28	12h	12h	5°b	31-37	17-21	60W	100N	18½	Im	.125 9½	6	H	RW	
PONTIAC 8 Model 27	16	23-28	12h	12h	5°b	21-30	19-23	60W	100N	19½	Im	.125 10	6½	H	RW	
STUDEBAKER Champ 10G	20	22-27	16c	16c	15°b	38½	17-20	46-50W	100P	10	Bb	.125 8	5½	H*	RW	
STUDEBAKER Comdr. H	13-18	33-37	14-16	14-16	11°b	22-29	17-20	46-50W	100P	17½	Bb	.125 9½	6	H*	RW	
STUDEBAKER Land C. H.	13-18	33-37	14-16	14-16	11°b	22-29	17-20	46-50W	100P	17½	Bb	.125 9½	6	H*	RW	
WILLYS Jeepster & Sta. Wag.	20	30	18	16	9°b	51	17-21	60-65	100N	11	Bb	.135 8½	5½	H	RW	
WILLYS Jeepster & Sta. Wag.	20	30	14	14	5°b	38½	17-21	60-65	100N	9	Bb	.135 8½	5½	H	RW	

### ABBREVIATIONS

1-10" on DeLx. with std. 3-speed transmission.  
 2-7" on DeLx. with std. 3-speed transmission.  
 3-Series 61, 75 and 86 Comm.—Hydra-Matic Trans., Std. on 62-60 Series.  
 \*—Self-adjusting, self-centering  
 a—After  
 au—Automatic  
 AW—All Wheels

b—Before  
 Bb—Borg & Beck  
 c—Cold  
 d—Hydraulic valve lifters  
 D—Duo Automatic  
 E—Nuts 52 to 57, cap screws 65 to 70  
 f—without heater. With heater add 1 qt.  
 G—Hydraulic Spot-Disc  
 H—Hydraulic

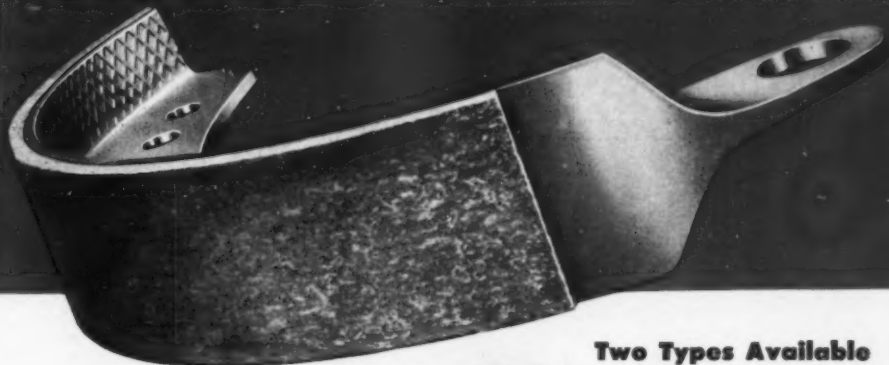
h—Hot  
 Im—Inland Mfg.  
 K—Hydraulic; disc type  
 L—Long Mfg.  
 N—Negative  
 O—Own  
 P—Positive  
 Ps—Propeller shaft, rear transmission.  
 RW—Rear service brake  
 S—Duo Servo

T—Borg & Beck, and Auburn  
 U—Auto-Lite 19-23, Delco 17-21  
 W—Warm  
 X—Do not recommend using dwell meter for setting breaker point gap  
 y—Tolerance of one degree, plus or minus, allowed in adjusting  
 Z—Auto-Lite 27, Delco 31

For longer lining life, install . . .

# MOPAR

## CYCLEBOND BRAKE LINING



### Two Types Available

#### UP TO 75% LONGER LIFE!

No rivets! Can be worn *almost completely through entire thickness.*



Pre-cemented MOPAR Cyclebond Lining Sets. For cars and trucks built by Chrysler Corporation. Ready for bonding to brake shoes.

#### MORE EFFECTIVE BRAKING!

No rivet holes! No chamfer! *More braking surface to contact drum!*



MOPAR Cyclebond Brake Shoe and Lining Assemblies. Ready to install. Factory-bonded. No special equipment needed.

#### GREATER ECONOMY!

No rivet holes to catch dirt! *Drum scoring is practically eliminated!*



ENGINEERED . . . INSPECTED . . . SUPPLIED by Chrysler Motors Parts Corporation.



You can get MOPAR parts from dealers for  
 PLYMOUTH • DODGE • DE SOTO • CHRYSLER  
 CARS • DODGE "Job-Rated" TRUCKS  
 . . . and from many general service and repair shops.

CHRYSLER MOTORS PARTS CORPORATION, DETROIT, MICH.



## Let's Forget Automobiles! Remember the Mule Days?

By C. N. McCAIN  
City Garage, Greenville, S. C.

OURS is a busy world, with not much time for retrospection, but old-timers can scarcely help comparing horse-drawn days with our present horsepower days.

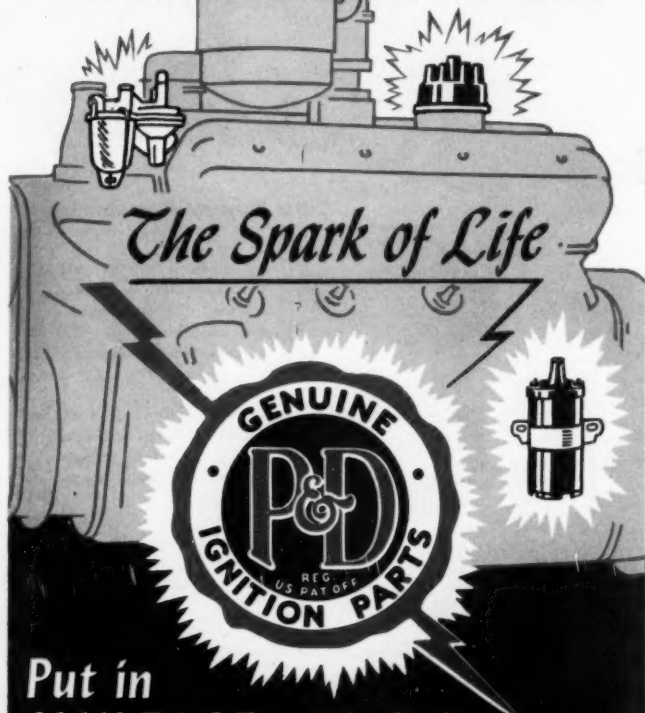
Many of us feel that the abuse

of a good motor, or any motor, is somewhat like the abuse of a horse or even of the much-maligned mule. Much toil, sweat and care is built into every powerplant, and a guy ought to be pun-

### Harnessing the Atom? His Job Was Mules!

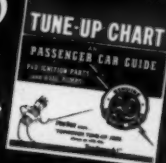
Back in 1909 when Mr. McCain first began to work with cars and trucks, folks weren't concerned with putting the atom to work. The main problem in power was to get the bridle on a reluctant horse. McCain did his share of that before the expanding automotive industry led him to work for several dealerships and operate his own garage for seven years. Since 1932 he has repaired cars, trucks and other vehicles for the city government of Greenville, S. C.

COILS • CONDENSERS • DISTRIBUTOR HEADS  
VOLTAGE REGULATORS Also FUEL PUMPS



Put in  
SMILEAGE with P&D

Send a postcard to Dept. J for the P.&D. TUNE-UP CHART for P.&D. ignition parts and fuel pumps... tune up specifications for the various makes and models of autos.



**P. & D. MANUFACTURING COMPANY, INC.**  
19-02 STEINWAY STREET, LONG ISLAND CITY 5, N. Y.

ished for abusing it.

An old blacksmith once told me that "a man would go to hell for hammering cold iron." A little hell ought to be forthcoming for the fellow who abuses the machine entrusted to his care.

But there is one great difference in the two abuses—horseflesh could suffer physical pain. And it is not too much to say it could suffer disappointment and sadness, though some may scoff at the idea. They probably have never bridled a horse. You can tell whether a horse feels like work or not, soon as he puts his head up to be bridled. The look in his eyes, the prick of his ears, his degree of friendliness—all are unmistakable.

When I was 15 years old, I used to bridle a stallion for a neighbor of ours. That is, I would bridle him when his mind was in no way connected with work and his owner was afraid of him. It was only the lowness of the stable rafters that kept him from pawing the devil out of me, and even with one arm around his neck, he would whirl in the stable and try to slam me against the feed trough. One thing was certain: when you opened the door and looked him in the eye you didn't have to guess whether he wanted to work or not.

Once while riding him, an express-wagon mare nickered to him and, brother, there was the dickens to pay. He did not try to throw me; he just forgot me—bridle, bits and all. Maybe I have forgiven him, but it was a mighty

(Continued on page 80)

Why HIRSIG  
Service Means  
Complete Service  
in the South



## For Manufacturers and Jobbers!



Lawrence M. Hirsig   Mrs. Lawrence M. Hirsig   B. T. Brantley   B. W. (Larry) Hirsig



★ IT'S EASY to understand why Hirsig Service means complete service for manufacturers and jobbers in the South. A quick look at the Hirsig organization is all that is necessary. . . .

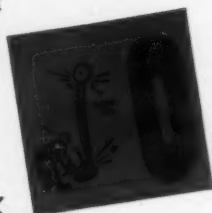
**AUTOMOTIVE EXPERIENCE . . .** Hirsig Service is complete because of the many years of automobile experience behind this organization . . . an average of over 13 years per man! These years of experience bring know-how to the creation and maintenance of the kind of service that builds business.

**SMALL TERRITORIES . . .** Hirsig men have small territories so they can make more frequent calls on their customers and serve them better. From headquarters in 17 Southern cities, information brought to customers on Hirsig lines is timely and complete.

**CAREFUL PLANNING . . .** The work of the Hirsig men in the field is planned and directed from Headquarters by men with long and successful experience in the automotive field. A fully staffed home

office promptly handles the necessary details as required by an efficient sales organization.





verall



**all-bearing Swivel Wheels!**

We give you "Bosco" . . . the "small-but-mighty" Strong Man among jacks! Its many engineering and design features, a few of which are shown above, make "Bosco" one of the easiest-to-handle, simplest-to-maneuver jacks on wheels! Such plus-value construction features as heavy steel frame, unbreakable malleable-iron lifting arm and durable metal dirt cover on pump, help to give "Bosco" the strength for long, efficient, satisfactory service. Once you try "Bosco," you'll never again want to work without its quick, dependable lifts. See it at your Jobber's now!

**FREE 1951 AUSCO CATALOG** — fully illustrated; contains complete, detailed specifications for full line of Ausco Mechanical and Hydraulic Jacks, including the new "Bosco." Write:

**Auto Specialties Mfg. Co.,** St. Joseph, Benton Harbor and Hartford, Michigan; Windsor, Ontario, Canada.

**AUSCO**  
*Jacks*

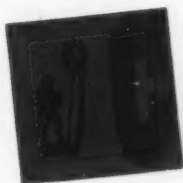
RS317R Copyright 1951 by Auto Specialties Mfg. Co.





**Smooth, Positive Pump Action!**

**Safety Margin!**



**Compact Design**  
... 68 lbs. total weight!

**NEW 2500 POUND curb jack**

**BOSCO**



**Overload Valve**

... a safety factor which  
prevents damage to jack  
due to overloading!



## Remember the Mule Days? (Continued from page 76)

embarrassing episode, right on the second busiest street in town.

To have seen a mule thrown with a twist so tight and painful he dare not move while a bloody, spongy growth almost big as your hand is cut out of his shoulder, makes one glad that motors do not feel pain.

On construction jobs it was the lashings and the dumping of drag pans against the mule's hocks that

made one hope for the day of engines and machines. Of course there were contractors and foremen who paired their teams well and saw to it that they were punished only when they refused to pull their part of the load.

A road contractor I knew used to house and feed his mules well, also his "Geech" laborers, even when off the job. Yes, he's gone now—he was conscientious—but he left his widow a home and plenty of the world's goods to be comfortable. And I am sure he

is not kicking around in some hot spot with his mules standing around just outside hee-hawing at him and his Geeches saying "Dere's de man, ain't I tell um so?" But by and large, there was more abuse than kindness.

In World War I my father-in-law's farm was taken over for rifle practice. His mules were accustomed to going by the kitchen window for a biscuit or a bit of sugar. When the war was over the folks moved back, and on the very first evening, when leaving the watering trough, the mules went right to the window. Tell me a mule doesn't think—and remember!

When I was six I used to ride our horse to water. Once on the way back I decided to make him trot. With no saddle and my short legs, I fell off. Before I got up he had turned back and was standing there looking at me like he was wondering if perhaps I was hurt.

Yes, they were good days, but I am glad there are now more fuel tanks than feed troughs and that horses as a hobby are just about as numerous as horses for beasts of burden.

## How "Hydraguide" Works (Continued from page 70)

important, to assure clean oil passing through the small orifices of the control valves. The entire oil system is self-contained, completely closed and has a capacity of three pints of S.A.E. 10 W engine oil.

### Gear Ratios

With this design, it is possible to use a much lower over-all steering-gear ratio and, of course, not sacrifice easy handling at low speeds or when parking. Many people still remember driving cars with gear ratios of 4 or 5 to 1, a long jump to the 26 to 1 or more that super-soft, "low-pressure" tires have made necessary. To begin re-educating drivers to the greater safety of low gears, the first Hydraguide will have about 16 to 1 ratio, although experimental cars are being driven successfully and safely with as low as 9 to 1 ratio.

The 1951 Nash uses an aluminum die cast clutch housing, first of its kind in automotive history.

FUEL PUMPS AND PARTS

PREFITTED IGNITION PARTS

# The Finest Fuel Pump DIAPHRAGM In The World

*Lifetime* BUNALON  
THE DIAPHRAGM  
THAT ADDS FAME TO  
KEM FUEL PUMPS  
AND  
FIX-A-PUMP PAKS

Kem adds fame to the finest Fuel Pump in the world. The new Bunalon single layer diaphragm eliminates destructive in-between multi-layer friction. It is coated with specially formulated Buna-N rubber which is highly resistant to practically every harmful material found in the fuel system. Lifetime Bunalon diaphragm remains flexible under extreme motor conditions.



FUEL PUMPS AND PARTS

**KEM**

PREFITTED IGNITION PARTS

KEM MANUFACTURING COMPANY, INC.  
P.O. BOX 1000, NEW YORK

REPLACE - IMPROVE - REPAIR WITH KEM



# HERE'S A REAL MONEY-MAKER FOR YOU

## MAKE QUICK, EASY SALES! CASH IN, AS NEVER BEFORE, ON THE HUGE CAR-LIGHTER REPLACEMENT MARKET!

Surveys show 3 out of 5 car owners have lighters that are burned out, lost or stolen. This compact, colorful counter and window display, complete with action-flasher and new type illumination, costs only 2½ cents per month to operate day and night — yet tests show it rings up record-breaking sales every day in the week!

### WITH EACH *Extra Value* CASCO LIGHTER DEAL No. L 500

CONSISTING OF:

6 VIS-O-LITE ILLUMINATED LIGHTERS	Retail Price Ea. \$2.75
6 CASCO "POP-OUT" REPLACEMENTS	\$1.50
6 CASCO REPLACEMENT HEATING ELEMENTS	\$1.00

YOU GET

**THIS Action Packed FLASHER FREE**  
**ILLUMINATED SALES-MAKER**

YOUR COST ..... \$18.90

YOUR SELLING PRICE \$31.50

YOUR PROFIT ..... \$12.60

**YOU MAKE A BIG 40% PROFIT**  
and get a valuable, illuminated flasher  
display... **PLUS** a complete kit of other  
sales-making advertising material... **FREE**

For new and unusual automotive accessories  
Casco Products Corporation • Bridgeport 2 Conn.

Southeast Repr: LAWRENCE M. HIRSIG & CO.,  
201 Hildebrandt Bldg., Jacksonville 2, Fla.

**CASCO**

**PLUS YOUR FREE SALES-MAKER DISPLAY**



## ORDER DISPLAY DEAL L 500

THRU YOUR JOBBER

It consists of

### 6 CASCO VIS-O-LITE AUTOMATIC ILLUMINATED CIGARETTE LIGHTERS

Exclusive Vis-O-Lite illuminated dashboard wall  
guides hand swiftly back, avoids scratched  
dash, keeps eyes on road. Individually boxed  
— 6 to display carton.

No. L31 \$2.75 FAIR TRADED

### 6 CASCO REPLACEMENT AUTOMATIC "POP-OUT" UNITS

Heavy Chrome knob blends neatly with other  
accessories on dashboard. Fits all Casco-made  
lighter dash walls. Packed 6 units to a display  
card.

No. L32 \$1.50 FAIR TRADED

### 6 CASCO REPLACEMENT LIGHTER HEATING ELEMENTS

Replacement for burned out, weak or slow  
lighters. Simply screw into original equipment  
knob. Packed 6 units to a  
counter display card.

No. L33 \$1.00 FAIR TRADED



Southwest Repr: HIRSIG-FRAZIER COMPANY  
Box 1140, 807 Cotton Exchange Bldg., Dallas, Texas

## Buick Has New Lining (Continued from page 52)

softer and the shock absorbers are of improved calibration.

The F-263 engine, used on the Special and Super models, has a compression ratio of 7.2 to one and develops 128 horsepower, in the form used with the Dynaflo transmission. With Synchro-Mesh transmission on the Special the compression ratio is 6.6 to one but displacement has been increased from 248 cubic inches to

263 cubic inches. Horsepower output is 120, compared with 115 last year. Horsepower with conventional transmission on the Super models is 124, with a compression ratio of 6.9 to one.

On the Roadmaster, the 320-cubic-inch engine with a 7.2-to-one ratio is continued. Dynaflo transmission is standard on this model and maximum brake horsepower is 152 at 3,600 r.p.m.

The brake lining on the Roadmaster models has been divided into segments and cemented to

the brake shoes. The function of the segments and intervals is to produce lower brake-lining temperatures by giving additional cooling areas within the conventional lining length.

Because of the number of leading edges of the lining segments, braking provides a self-cleaning operation, company engineers said, since the leading edges scrape off any foreign matter from the drums.

In developing this brake shoe action, the segments are of unequal length, with the secondary shoe segments longer than the primary. These lengths were determined after experimentation so that wear on all segments is equalized, Buick engineers said. It is characteristic of this type of self-energizing brake where the rotation of the brake drum exerts the force on the primary shoe, which in turn increases the unit pressure on the secondary shoe, that the secondary shoe does a greater proportion of the work and naturally has a higher rate of wear. Therefore, the type of lining material and the length of the segments have been chosen to provide equal life for all segments.

A new heater control and indicator adds comfort to driving. Basically the car-temperature control operates with the thermostat causing the supply of hot water to be stopped when the interior temperature rises to the point indicated by the setting on the control. When the temperature drops below the control setting, the supply of hot water again flows through the heating coil. A double heating method is used for interior heating on all models, with a heating-coil blower placed under the front seat and other heating element on the dash with a blower mounted on the right-hand air duct.

A number of refinements in interior and exterior styling are included in all three 1951 series.

## GM Club Elects Krotine

E. M. Krotine, zone manager of the Pontiac Motor Division, has been elected president of the General Motors Club of Charlotte, N. C., succeeding G. R. Blackburn of the GM Truck and Coach Division. R. S. Darwin of Buick is vice-president and W. G. Massey of Oldsmobile is secretary-treasurer.

"STANDARD OF THE TRADE"

**Snugl WHEEL BALANCING WEIGHTS**

**OUTSTANDING FEATURES**

- ★ SNUGL design . . . no recesses to collect mud or dirt that causes unbalance condition.
- ★ The exclusive DOVE-TAILED spring steel clip.
- ★ The name SNUGL (registered trade mark) on every weight.

SNUGL offers you seven (7) types of balance weights covering fifty-one (51) sizes for Passenger Cars, Trucks and Buses. Write for Catalog.

**WESTERN AUTO PARTS**  
MANUFACTURERS EXCLUSIVELY  
WEST COAST FACTORY  
WHITTIER, CALIFORNIA

# Millions ask for



**Texaco Dealers enjoy top lube profits  
... plus many opportunities to push TBA sales**

GETTING that "cushiony" feeling is becoming a habit with more and more motorists. They know they get it with *Marfak*—the superior Texaco chassis lubricant. They know they get quieter riding, easier handling, too—with *Marfak*.

*Marfak* is mighty important bread-and-butter business for Texaco Dealers. Because car owners enjoy the benefits of *Marfak*—they come back for it. That makes regular customers. And regular customers mean more opportunities for TBA sales.

Magazine advertising plus America's No. 1 TV show starring Milton Berle, plus other local sales helps all add up to keeping Texaco Dealers' lifts busy, lube and TBA profits healthy.

*No wonder TEXACO DEALERS  
are such busy dealers!*



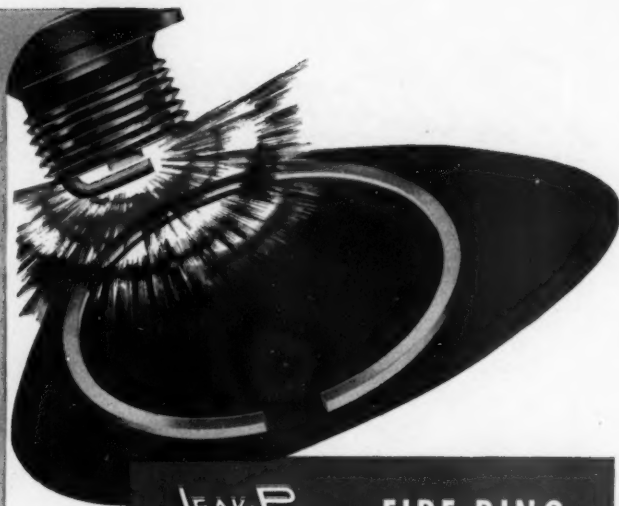
Every Tuesday night the Milton Berle show reaches more than 17 million televiewers!

**A Great Line-up for  
TEXACO DEALERS**

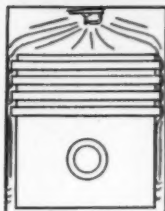
*Sky Chief* and **FIRE-CHIEF** GASOLINES

HAVOLINE and TEXACO MOTOR OILS • MARFAK CHASSIS LUBRICATION • P T ANTI-FREEZE • REGISTERED REST ROOMS

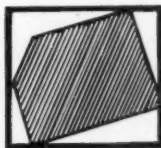
1<sup>st</sup>



## LEAK-PROOF FIRE RING



**BLOW-BY** is the escape of power past the piston and rings into the crankcase. It blows the oil from the cylinder wall, creates acids in the oil, breaks down its lubricating qualities. This causes scuffing and premature wear.



**THE LEAK-PROOF TORSION TIGHT FIRE RING** This ring is known as a "Torsion Tight Fire Ring," and the twisting action causes the bottom of the ring face to bear heavier on the cylinder wall than the top and also tends to seal the sides of the ring against the piston groove.

It stabilizes the ring and so gives a far better seal. In addition, this action lessens the gas pressure behind the ring.

## IT IS MADE OF PHOSALLOY

and scuff-proofed by electrolytic tin coating. Because it operates under extreme temperatures in the driest part of the cylinder, heatproofed material is necessary for proper performance.

**SOMETIMES** two Torsion Tight Fire Rings are used in a Leak-Proof Set. This is due to unusual Blow-By conditions in some motors.

**McQUAY-NORRIS MANUFACTURING CO.**

*Yours for the Asking*



## THIS COMPLETE SERVICE ENCYCLOPEDIA

This SERVICE ENCYCLOPEDIA comes with a heavy cover, and is wire bound for long use... It tells you HOW to SELL the JOB through pages that show the customer just what you do... It tells you HOW to DO the JOB by means of pictures on TUNE-UP jobs, RING jobs, OVERHAUL jobs and many others... It tells you HOW to PRICE the JOB with rate charts, work time, etc. Here is a book full of information every service department needs... and...

*It's Yours for the Asking*

## Here's How TO GET THE SERVICE ENCYCLOPEDIA

Simply place an order for four sets of LEAK-PROOF Piston Rings. You select the sets you want. You will be billed for the sets at your regular price by the McQuay-Norris jobber from whom you buy. HE WILL SEND THE SERVICE ENCYCLOPEDIA AT NO EXTRA CHARGE. The most liberal offer we have ever made.



McQUAY-NORRIS MFG. CO. St. Louis 10, Mo.

Please send full details on "HERE'S HOW" to:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# LEAK-PROOF PISTON RINGS



**Readers are invited to contribute to—**

## SHOP TALK—

### LET'S LOOK AHEAD

Chester, S. C.

Gentlemen:

The greatest factor for dealers in the year of 1951 will be to adjust their thinking to the fact that in all probability for a good many years their volume will be controlled entirely by the production

that manufacturers can maintain over and above that needed for national defense.

Many changes have already been noted in this great business we are in and many others are forecasted in the very near future. Such changes should not create too much alarm or hysteria on the part of the automobile

**A column of informal comments about the automotive trade and its problems.**



J. A. "Red" Cochran, who comments (at the editors' request) in the adjacent article on current events facing dealers, was elected president of the South Carolina Automobile Dealers Association last September. He is well-known to Southeastern dealers, having attended a number of their state-association conventions.

dealer.

The greater percentage of dealers operated during World War II profitably under very adverse circumstances, accepting a change that was considered at that time entirely foreign to them.

Today they may soon find themselves in a similar situation, but with the consolation that if and when this occurs they will have had the benefit and experience brought about in the past and will be in a much better situation to cope with the change. Furthermore, the majority of dealers will have much better facilities and modern tools and equipment than they had during the last emergency, all of which is highly in their favor.

Assuming that we did find ourselves back into a situation where we could no longer be assured of

Please address any comments to: Shop Talk, Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

## TOBIN-ARP

PM-100

*Pneumatic-Hydraulic*

### MACHINES

For

ACCURACY - SPEED  
ECONOMY

SCIENTIFICALLY ENGINEERED

PM-100 with KING PIN  
Boring Equipment

For Boring:

PISTON PIN HOLES  
in piston and connecting rod

★  
FRONT WHEEL SPINDLES  
without removing brake flanges

★  
ROCKER ARMS  
BRAKE CYLINDERS  
STEERING SECTORS

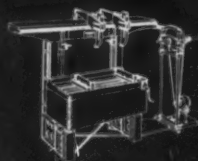
★ ★ ★

THE NEW PNEUMATIC  
Bearing Resizer with internal  
adjustment for ECCENTRIC  
BEARINGS

For Boring:

INSERT BEARINGS and  
CONNECTING RODS

TOBIN-ARP *Always First*  
*With the Best!*

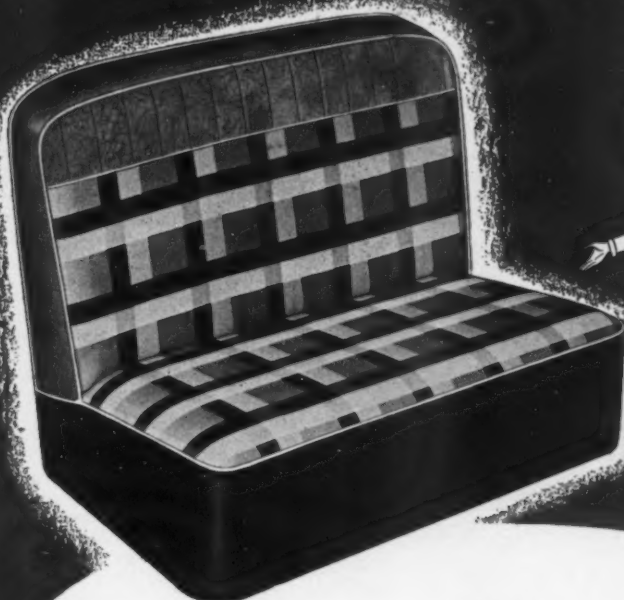


TA-14 and 15  
Precision Line Boring  
Dial Indicator Centering  
and Hydraulic Feed



BR-P

TOBIN-ARP MFG. CO., 2845 Harriet Ave., Minneapolis 8, Minn.



## Here's Why Over 9,000 Dealers Sell

### ① MOST PROFITABLE LINE

Combines highest volume of sales with generous margin of profit.

### ② MOST "ASKED FOR" BRAND

Seat cover buyers ask for Howard Zink Seat Covers because of national advertising.

### ③ MOST PATTERNS AND MATERIALS

The widest range of materials and constructions are available.

### ④ MOST FOR THE MONEY

Howard Zink Covers install easier, fit better and have greater appearance appeal.

Our Representative Will Tell You The Full Story.  
Write Us And We Will Have Him Call On You.

# Howard Zink

## AUTO SEAT COVERS

as advertised in . . .



#### PLASTIC FABRICS

Beautiful colors in both bold and neat patterns are available in woven saran plastic fabric.

#### RAYON CLOTHS

Their lustrous satin-like beauty is offered in three most wanted solid colors: maroon, blue and green.

#### PLASTIC COATED FIBRE FABRICS

Smooth, dirt-resisting, easily cleaned fabrics in colorful patterns.

# Howard Zink

ample production to operate profitably, my observation would be that the thinking of the dealer will be the ultimate answer. What will be his attitude after the past few years of lush business which could hardly have been called competitive? The promptness and effectiveness by which any dealer organization can adjust to changes will be the difference between a profit or loss operation.

There are very few dealers today who do not maintain operation controls. With overhead ex-

pense in every dealership higher than it has ever been in history, proper controls in the event of serious production curtailment will be more important in the future than in the past. Diminishing profits can quickly play havoc unless a dealer is ever aware of trends, which can only be done with current controls.

Over the past few years the majority of automobile dealers have affiliated themselves with some type of trade association, until today the National Automobile

Dealers Association is one of the strongest in America. Whatever the urge was that brought these increased memberships about, the benefits derived have been immeasurable and could only have been attained through organization. It is human nature for a dealer upon becoming very experience-conscious to some time cut out an item which in reality is an asset rather than expense. In the case of state and national associations, there is no more valuable asset in your business.

The average dealer will agree that he missed the boat good-will-wise during and immediately following the last war. Today we find ourselves in a similar situation. Good-will is a priceless ingredient which is very hard to build up, easy to lose and, when lost, next to impossible to regain. It is felt that the surest way to obtain good-will is first to instill your organization with the true meaning of the term, training them in handling the public. Impress upon them that public relations is very beneficial to their future and welfare as to the dealer. A well-rounded public relations program developed now will go a long way toward making a dealer's cross easier to bear, if and when the going really gets tough.

#### Scrutinize the Ad Dollars

In the event that the time comes which will necessitate drastic expense reductions, any dealer would be wise to look at his advertising expenditure in its true light. While it is common knowledge that much advertising is wasted copy and money, on the other hand it is, when properly handled, the spotlight of his business as well as the best salesman.

To be effective, advertising is a medium that varies according to conditions, areas and seasons. There should be someone in each dealership who has some knowledge of advertising who will handle this phase of the business in its entirety. They would know what type would have more sales appeal in their particular locality. In other words, in a rural area, direct mail might be best; in a metropolitan territory, it might be newspaper or radio. Whatever the case may be, any advertising, to obtain results, must depart from routine dry copy or script, to something alive and different with a new "twist."

# AJAX

...TO SPEED UP YOUR SERVICE WORK  
...TO HELP YOU TURN OUT BETTER JOBS



No. 2788 4-Ton  
Hydraulic Service Jack



No. 2782 2-Ton  
Hydraulic Service Jack



No. 2787 1 1/2-Ton  
Hydraulic Quick Service Jack



No. 2711 1-Ton  
Mechanical Service Jack



No. 2705 2-Ton  
Adjustable Axle Support

**AJAX AUTO PARTS CO.**  
RACINE, WISCONSIN




**AJAX—"THE COVERAGE LINE" OF FINEST QUALITY JACKS**

In the shop, on the driveway and out on the road, you must have speedy, trouble-free lifting equipment to make money in the service business today.

For this, Ajax offers you the finest line of time-savers and profit-boosters your money can buy. In this dependable, time-proven "Coverage Line," you will find a jack for your every need.

Rugged, fast-acting hydraulic and mechanical service jacks, from 1 ton capacity to 4 tons, give you speedy, safe, efficient service whether it's one wheel you want to lift, or an entire end.

Ajax "Silver Horses"—famous, low-cost, heavy-duty, adjustable axle supports—release your valuable jacks for use on other jobs. Their large, stabilized bases assure the safety of your mechanics.

See the complete Ajax line at your Ajax Jobber or write for catalog.



## ***Skilled hands guard Filko quality***

The extra quality that characterizes Filko Ignition Parts is closely guarded by the skilled hands of Filko Craftsmen. Every step in the formation of Filko "Crown Jewels" is guided by the skilled hands of experienced Filko Craftsmen employing the latest products of the toolmaker's and machine designer's skill. Filko skilled hands work constantly to provide you with high-precision Ignition Parts that give extra years of dependable service and satisfaction. A new "Crown Jewel" Catalog is off-the-press... write today for your complimentary copy!

**F. & B. MFG. CO., 4248 W. Chicago Ave., Chicago 31, Ill.**

Warehouses in Los Angeles, San Francisco, Fort Worth,  
Houston, New York, Boston, Atlanta, Toronto



# FILKO

*"The Crown Jewels of Ignition"*

contact sets • caps and rotors • coils • condensers  
brushes • graphite bronze bearings • switches  
cut-outs • relays and regulators

*"Precision Built by Ignition Specialists"*

05483

Dealers are becoming more conscious every day of national affairs, not only as to how they affect their business and personal lives but the country as a whole. The American automobile dealers have proven themselves good business men, an important factor in the economy of America. The dealers should continue to voice their opinions loud and often on anything in the way of legislation that appears to be detrimental to our democratic way of life.

Most of this article deals with assumptions of things that might occur. It is fervently hoped that they never will. But if they do, we know that authorized dealers will master any problem and surmount any difficulties, regardless of how serious, as they have in the past.

J. A. COCHRAN,  
South State Chevrolet Co.

Travel mileage exceeded 456 billion vehicle miles last year.

## AUTOMOTIVE FUTURE

East Paterson, N. J.

Dear Sir:

I'm very pleased with the information you have gotten me. I am not yet out of high school but I have started to think of my future from an automotive standpoint and these articles you've given me are helping quite a bit. Thank you very much for your time.

STEVEN F. FRIER

## AND HOW IT GREW!

A comprehensive history of the Florida Automobile Dealers Association, showing how its development has advanced with the growth of the automotive industry and of the state itself, has been written in an attention-holding manner by Frank W. Tuttle, Ph. D., associate professor of economics of the University of Florida, in a work entitled, "The Florida Automobile Dealers Association: Its Organization & Accomplishments, 1920-49."

The era of the "Tin Lizzies," 1920, saw the organization of the association. Florida had only 17 cities with a population of 5,000 or more. Fifteen counties had more than 1,000 passenger-car registrations and only six additional counties had a total of 1,000 passenger cars and trucks combined. There was less than 200 miles of hard-surfaced roads in the state.

But 145 persons registered for the first dealer convention in Tampa that year, at which Claude Nolan of Jacksonville was elected president. The association was off to its start and by 1921 its legislative committee was actively working for a property tax and license fee for gasoline dealers to help raise money for roads.

The association was reorganized in 1945 under the direction of J. Saxton Lloyd of Daytona Beach. The following year Walter C. Mallory was named general manager and permanent headquarters were established at Orlando.

The 1950 membership of the association was made up of over 90 per cent of the dealers who were eligible to affiliate with it as active members.

"There is as yet no complete economic history of Florida," said Walter J. Matherly, dean of the  
(Continued on page 94)



Every one's a winner...every one's a Champion!

Take your choice...pick any of Champion's 54 separate models of Air Compressors. You'll find every one a winner. All 54 incorporate the 21 extra features that make Champions famous for outstanding performance and operating economy. All are controlled to less than 600 rpm's for longer compressor life, smoother, cooler, quieter running. So pick a number from 1 to 54...any size from 1/4 to 5 1/2 h.p.—from single cylinder to four cylinders.

Whether your air needs are big or small—you'll find there's a Champion for all. You can be sure every one's a winner...every one's a Champion. When you think of Air Compressors, see your Champion Jobber FIRST!



Champion Pneumatic Machinery Co.  
834 N. PLEASANT ST., PRINCETON, ILL.

**CHAMPION**  
AIR COMPRESSORS

\* Model OE-42-80, 5 h.p.—four cylinder

Model U-6, 1/2 h.p.—single cylinder

83308



**A NEW, SENSATIONAL SELLING FEATURE**  
for making **MORE PERFECT TUBE REPAIRS**

**MONKEY GRIP**

**SIZZLE  
PATCH**

*\* Filler Tabs!*



\* PATENT  
PENDING

**...it PLUGS THE HOLE**  
to make a stronger,  
longer-lasting patch



**WEAK**

**THE OLD WAY**

Without extra rubber to plug the hole,  
the patch frequently sinks into the  
injury... weakening the repair.

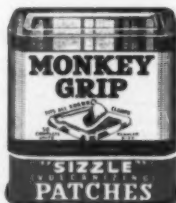


**THE NEW FILLER TAB WAY**

By using Monkey Grip's FILLER TAB  
the injury is filled by the extra rub-  
ber. This strengthens the patch, and  
leaves no weak spot to endanger the  
repair.



COMPLETE  
FILLER TAB  
INFORMATION  
IN EACH SIZZLE  
PATCH CONTAINER



**BETTER MONKEY GRIP CO.**

PARTNERSHIP OF L. M. EVERETT & SONS

5320 HARRY HINES BOULEVARD • DALLAS, TEXAS

<p>Press thumb nail . . . FILLER TAB pops up.</p> <p>1</p>	<p>Pull off FILLER TAB rub- ber . . . leave Holland cloth.</p> <p>2</p>	<p>Place FILLER TAB rubber over hole.</p> <p>3</p>	<p>Use tab to easily remove Holland cloth.</p> <p>4</p>	<p>Proceed with Sizzle Patch repair.</p> <p>5</p>
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*Another* **MONKEY GRIP** *First!*

# Exide has **EVERYTHING**

"Alert  
**DEALER  
SERVICE !**"

"Extra  
**LONG LIFE !**"

"FACTORY-  
**FRESH  
stock !**"

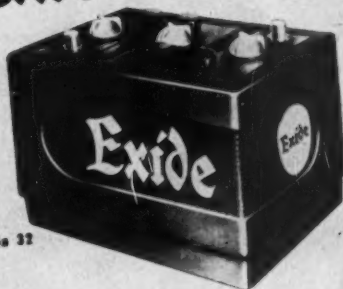
"Surplus  
**STARTING  
POWER !**"



"WHEN IT'S AN **Exide** YOU START"



Get acquainted with the Exide Dealer. He knows batteries and battery service. And his modern equipment takes all guesswork out of testing and servicing. You can rely on his advice.



THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 32  
Exide Batteries, Limited, Toronto

# Everything

## for EXIDE DEALERS too

**GREATEST MAGAZINE ADVERTISING  
CAMPAIGN** in storage battery history.

**FEATURES EXIDE DEALERS**... leads off with  
sales-boosting advertisement, opposite page.

**CONTINUES REGULARLY  
THROUGHOUT 1951** in 7 outstanding  
magazines which reach . . .

**64,798,600 READERS OF...**

THE SATURDAY EVENING POST . . . LIFE . . .  
COUNTRY GENTLEMAN . . . COLLIER'S . . . FARM  
JOURNAL . . . TIME . . . PROGRESSIVE FARMER . . .

**THE ELECTRIC STORAGE BATTERY COMPANY**  
Philadelphia 32

*Exide Batteries of Canada, Limited, Toronto*



### Plus

**The GREAT NEW EXIDE BATTERIES**  
that motorists want to buy.

**EXIDE SURE-START PROGRAM** with  
time-saving tools and equipment.

**SELLING AIDS** that assure quick,  
easy, profitable battery sales.

**ATTENTION-WINNING** point of sale  
displays.

## SEE THE EXIDE DISTRIBUTOR

## Shop Talk

(Continued from page 90)

College of Business Administration of the University of Florida, in the volume. "If one is ever written, trade associations will play an important part. The automobile dealers association, therefore, may become a pioneer in this field."

Cheap: Aluminum cost \$545 a pound in 1852. Today it's 18 cents.

## A HAM-CUTTING TIME!

You'd think that Virginians might forget that wonderful Smithfield ham when they're 1,000 miles south in Miami Beach. Not so!

Tom Frost, the ever-rushing Ford-Mercury dealer of Warrenton, Va., and a racing enthusiast if there ever was one, played host to a few hundreds of his many friends one evening during the convention of the National Automobile Dealers Association. Tom

and Mrs. Frost brought out a ham what am, and with it a mighty lot of Southern hospitality in a luxurious suite with a patio overlooking the Atlantic Ocean.

Joe Phillips, former Dodge-Plymouth dealer of Alexandria who "retired" a couple of years ago to southern Florida, presided at the liquid-refreshments stand. Joe, incidentally, couldn't stand the retirement. He's now a manufacturer's representative promoting a car accessory.

## BERRIES BUT NO BUSHES

Al Nute is all set to go into the business if he can get hold of enough raspberry bushes and then buy himself a business license. A couple of months ago it was mentioned in this column that the director of publicity of Ross Roy, Inc., advertising agency of Detroit which handles a number of automotive accounts, was passing the word around down South that he was gathering berries in November.

But his boasting (probably founded on fact, too!) got him into a passel of letter-answering, because readers immediately pounced on him for a source of exceptionally fine berry plants.

Said Al last month: "I am still waiting for you to explain how I can cash in on Southern inquiries for those raspberry bushes which you made so popular."

## A BIGGER WAISTLINE

New industries have been popping up over the South, but it's also pleasant to hear news like this from long-established firms:

### Black & Decker Plans New Maryland Plant

THE Black & Decker Manufacturing Co. of Towson, Md., has bought about 180 acres at Hampstead, Md., for construction of a branch plant to provide additional facilities for the manufacture of portable electric tools.

Ground breaking will start around April or May, President S. Duncan Black said. It is estimated that 300 to 400 people will be employed at the branch in about a year's time.

The Towson plant will remain in full operation and very few employees will be transferred.



**MECHANICAL METHOD OF REPAIRING ALL TYPES OF CRACKED MOTOR BLOCKS AND CYLINDER HEADS**

- Repairing cracked engine blocks and heads can be fast, simple and profitable. The K&W Service Manual contains 26 pages of instructions and illustrations on all types of repair. K&W Mechanical Method repairs can safely be guaranteed for the life of an engine.

90% of all cracks can be repaired by the simple application of K&W Metallic Seal. The K&W Mechanical Method is designed for the 10% which are too large to be repaired by seal alone.

Please send me a copy of the K&W Service Manual. I enclose 25c (stamps or coin) to cover cost of handling and mailing.

PLEASE PRINT

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

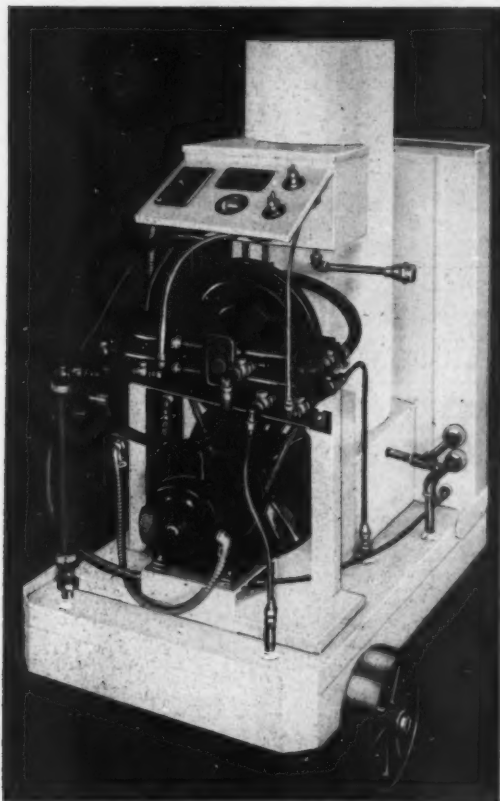
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**MANUFACTURERS OF K&W METALLIC SEAL and LICENSOR OF K&W MECHANICAL METHOD**

KERKLING & CO. • BLOOMINGTON, IND. • WHITTIER, CALIF.

See your jobber for tools and equipment, or write Kerkring & Company, P. O. Box 231, Whittier, Calif. for further particulars.

# Trouble-Free Steam Cleaning



See how mechanical improvements in the new **SPONTANE STEAM CLEANER** offer operational savings and new profit opportunities for service shops

- **NEW** — Quadruple pumping unit handles water, chemical solution and fuel oil simultaneously. All units working in unison guarantee balanced operation for maximum efficiency.

Double protection for heating coils and steam hose is provided by twin pumps furnishing a full flow of water at all times.

Properly mixed chemicals are assured by a single pump unit, devoted exclusively to this purpose, that eliminates failures from clogged coils due to inferior or poorly mixed compounds.

Metered fuel oil is provided by another pump unit for full heating efficiency under all operating conditions.

- **NEW** — Hydro-Therm Flow increases efficiency of chemical detergency by more than 50% by keeping the solution **HOT** while machine is operating. This advanced engineering cuts down on operating costs and, at the same time, results in **BETTER CLEANING JOBS**.

## THE FINEST STEAM CLEANING UNIT EVER MADE

Monel and other rust and corrosion resistant metals are used wherever required.

Steam Hose is steel wire wrapped and tested at 1,000 PSI.

Solution Tank is continuously and automatically agitated.

Automatic and easily adjustable pressure control switch, standard equipment on all "HT" models.

Models HT-23, HT-24, and HT-25 (HT-24 is illustrated) are all of the same capacity — 100 or more gallons per hour of saturated steam vapor and chemical solution or up to 350 gallons per hour rinsing ability.

Normal operating pressure, for best cleaning results, is approximately 80 pounds, however, up to 150 pounds is possible with ALL HT models.

Model HT-26 is actually **TWO COMPLETE** units mounted in a single handsomely designed cabinet and will operate singly or both in unison providing **DOUBLE** capacity when required.

Spontane is also made in a conventional unit, in that chemical solution is pumped through the heating coil.

However, it is first premixed with hot water, lessening the chance of damaging check valves, pumping units, and heating coils. SP-3 is the lowest priced full capacity steam cleaner on the market.

**SPONTANE**  
STEAM CLEANER

Write us for further particulars

**HALLS INCORPORATED**

110 Pear St. S.E.

Atlanta, Georgia



# compare..

and you'll sell yourself!

## only HEIN-WERNER HYDRAULIC JACKS have all these features:

- ★ **Heinite Piston** — the heart of the jack . . .  
Proven by actual tests to withstand 10 times  
the wear of conventional cups or packings.
- ★ **Reinforced at points of greatest strain.**  
Malleable iron handle socket, top nut and  
base.
- ★ **Center-balanced handle socket** makes it easy  
to position jack.
- ★ **Pressure by-pass** prevents over-travel of ram.
- ★ **Jack cannot lower accidentally** as handle  
must be removed from pump to open release  
valve.
- ★ **Every model factory tested at 1½ times rated  
capacity.**

Made in models of 1½, 3, 5, 8, 12, 20, 30,  
50 and 100 tons capacity — Bumper-Lift Jacks  
for passenger cars, Swift-Lift and Service Jacks  
for shop use, and Hein-Werner "Push and Pull"  
Hydraulic Jacks for body, fender and frame  
work.

Ask your jobber or write us for details



**HEIN-WERNER CORPORATION • WAUKESHA, WIS.**



Dear Bill,

When they say we are again facing "troubled times," I guess they ain't kidding—and they do mean US. We're going to have trouble keeping older cars in the running with fewer parts and less help than in so-called normal times.

Already some of our customers have made the decision to hang on to the old chariot—or had the decision made for them when they found they couldn't meet the higher monthly payments. Of course others will have to follow suit because of shortages, etc., so despite the many new cars that have reached the market in the last few years, we are almost certain to have a heavy percentage of older crates to keep in the running.

Our recent war experience did teach us a lot of lessons, and I'll readily confess I had no idea how many short-cuts were possible until war-necessity mothered the invention that helped us make repairs that kept old-timers piling up mileage beyond our imagination. So I guess we'll be able to do a job on them again if we have to. The shops that spent a little of their swag on tools and equipment during the last few years should be able to do a better job than they did before in keeping them rolling.

The Bull-of-the-Woods has been looking over his specs at some of the mechanics' scrap iron in their tool cabinets. He hasn't said much yet, but if I know him, he'll start sounding off if the boys with the worst beaten-up iron don't start making replacements. He can't see the company risking worn-out equipment at a time like this — and he can't see what good the good equipment will do if the boys let their hand tools get down in too bad shape in condition and number.

You'll have to hand it to him for convincing the boss to spend a bit of his income-tax money on equipment when things were humming—and although we were well-equipped when the last war started, we didn't have the duplication we've got now which should preclude any tie-up for machine failure. For instance, any time he noticed the boys "taking a walk" to get a routine machine job done, he'd check up to see if the work couldn't be kept closer to the individual bench. He's got individual parts



a case of  
simple addition

**PYROIL + OIL**  
= better  
lubrication

The simple addition of Pyroil to your gas tank or crankcase gives you a lot of "plus" performance at little cost. Your car will run better, last longer and cost less in repairs, because Pyroil improves lubrication.

Pyroil keeps expensive engine parts protected against corrosion. It prevents battery drain and excessive wear due to friction. Pyroil cleans out sludge and carbon deposits and keeps your motor clean.

For better lubrication, better add Pyroil — add miles to your car.

#### PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

**GIVEN!**

An attractive Pyroil metal savings bank, takes coins up to 50c pieces. MOTORISTS, it's yours for the asking — sent postage paid.



**PYROIL  
COMPANY**

546 Main Street  
La Crosse, Wisconsin

Canadian Distributors:  
Central Purchasing  
Agencies, Ltd.  
Toronto, Ontario

Southeast  
McDonald & McPherson Co.  
P. O. Box 452,  
Atlanta, Georgia

Southern Representatives  
Southcentral  
John T. Jolly Sales Co.  
1916—34th Avenue  
Meridian, Miss.

Southwest  
Hireig-Frazier Company  
807 Cotton Exchange Bldg.  
Dallas, Texas

a case of  
assured profits

CONSUMERS' DEMAND

+ DEALERS' CHOICE

= **PYROIL**

Every dealer prefers selling his customers the best product — his choice — rather than take the time and effort to sell a substitute! Pyroil is that choice — and Pyroil has no substitute!

Long time, continuous profits really count in a jobber business. So, if Pyroil isn't one of your regular items, you're missing plenty of profits!

Pyroil is the "Companion of Champions" — the first choice of consumers — the best bet for jobbers and dealers.

Let a factory representative tell you the complete Pyroil merchandising and promotion program.



washers between every other bench, spark-plug cleaners at each stall and many duplicate special tools, so mechanics won't have to wait in line.

He even got to nosing around the used-car department shop that had been using our cast-off machines—and somehow got a lot of new stuff in there. They say he went in to the boss one time and, sort of innocent-like, remarked, "See you have all our old machines out in the used-car shop."

"Yeah," the boss replied, "we saved a lot of replacement dough that day."

"Why did we buy the new equipment in the service shop?" the Bull continued, as he innocently beat the tobacco out of his pipe on the plush carpet.

"Why, we bought it so you could get the jobs out faster for our service customers than with the obsolete equipment."

"Well, now," said the Bull, as he lit up the old hod and got it drawing, "who do you suppose the

poor customer is that is buying the slow work that old equipment is turning out?"

The conversation didn't go any further, they say, but the next day the boss was out asking about some new equipment for the used-car boys, and they are pretty well set up out there now.

Yrs.  
Ed

## Fitting Pistons

(Continued from page 65)

gine performance is expected.

The first step after the job is decided upon is to "open" the engine (remove head and pan). Remove all carbon from piston heads and cylinder block; check for cylinder ledges and remove, if present, before pushing out piston assemblies, as pistons keep the carbon and cutting from getting into the crankcase of the car.

Removing the ledge first also eliminates the hazard of breaking piston rings and lands when pistons are pushed out.

Next, use a cylinder gauge to measure the diameter of the cylinder at the top of the ring travel and at the bottom of the ring travel. The minimum cylinder diameter measured at the lower end of ring travel will determine the proper ring size. The difference of the two measurements will determine the type of ring to use. Any ridge or ledge found at the bottom of the ring travel must also be removed. This operation should be performed always with the use of a cylinder hone.

Now the pistons should be examined with the idea of making any necessary correction that will help to improve the job. Usually a carbon deposit will be found in the bottom of the ring grooves. Remove the old rings and clean the grooves thoroughly with a ring-groover cleaner. Be very careful not to damage the sides of the grooves in this operation, as proper ring side clearance is essential.

Any hard carbon inside the piston head must be removed or it will have an insulating effect and cause ring-groove distortion and affect ring operation.

Remove all carbon from the oil return holes at the bottom of oil-ring grooves. It is a good idea to chamfer the lower outside edge of the oil-ring grooves. Drilling obliquely half as many holes around this chamfer through the

**HOLLINGSHEAD**

**HYDRA-MATIC EXCHANGE TRANSMISSIONS**

**DYNAMOMETER TESTED AND GUARANTEED**



Now you can handle that Hydra-Matic Transmission job yourself—without trouble or delay—at a fixed price, with a positive profit to you, and with a certainty of customer satisfaction.

Just send the unit to Hollingshead. A rebuilt, Dynamometer-tested and guaranteed exchange transmission will be shipped at once with full directions for installation.

**COMPLETE OVERHAUL** Transmissions are rebuilt by specially-trained mechanics; in a factory-engineered production shop. All worn or damaged parts are replaced with new parts.

**REBUILDING** Every Hollingshead Exchange Hydra-Matic unit is precision checked—then run-in and block-tested on a specially-designed factory-approved Dynamometer.

**WARRANTY** A Hollingshead Hydra-Matic Exchange Transmission is guaranteed the same as a new unit—for 90 days or 4000 miles.

**ADVANCE NOTICE** Be ready in advance for that next Hydra-Matic repair job. Complete information will be furnished without obligation. Write Dept. J-251.

**HOLLINGSHEAD MOTORS CO.**  
Authorized General Motors Dealer  
UNIT SHOP DIVISION  
2550 South Michigan Ave. Telephone CAIumet 5-2000 Chicago 16, Ill.

**Same Day Shipment**

*All makes - All models*

**OLDSMOBILE**  
**PONTIAC**  
**CADILLAC**

**LINCOLN** **NASH**  
**HUDSON** **KAISER**

**FRAZER**

**FOR EXTRA RUSH JOBS**



**BECAUSE THEY ARE  
ALL ONE PIECE  
G-E "All-Glass"  
HEADLAMPS**

**DO NOT  
GROW  
DIM!**



**DIRT AND MOISTURE CAN'T GET IN  
TO REDUCE LIGHT OUTPUT**

**T**HE cutaway view above reveals one big reason why General Electric "All-Glass" headlamps do not grow dim. Lens and reflector are one piece, with filaments firmly anchored in the reflector, making the whole lamp one big unit! Because it's a single unit, dirt and moisture can't get in to dull the reflector.

"All-Glass" headlamps give more light, right from the start. And they continue to give more. Proof? Tests show they average 99% as much light at end of lamp life as when new. New or

old, G-E "All-Glass" headlamps help make your customers' night driving safer, easier and more comfortable.

**NATIONAL ADVERTISING TO YOUR CUSTOMERS**

General Electric will be telling your customers about G-E headlamps this Spring in ads in the Saturday Evening Post, Colliers, Popular Science and Popular Mechanics, and in commercials on the Fred Waring Television Show and spot radio.

**GENERAL  ELECTRIC**

piston skirt as there are holes in the bottom of the oil-ring groove will greatly help in controlling surplus oil. If piston construction permits, drill two or three holes from the bottom of the pin hole obliquely through the piston skirt; this will relieve the pressure of oil accumulating in the pin holes.

Some metals, under certain operating conditions, will grow and this may cause a serious condition where piston-ring heads have increased in diameter. Al-

ways check the land clearance when removing old pistons and, if this growth has taken place, recut lands on a lathe or use a piston land cutting tool.

The pistons may have collapsed to some extent through wear or abuse, or due to piston and cylinder wall wear the clearance between piston and cylinder wall may be excessive. In a case of this type pistons must be re-sized, using any approved re-sizing method. (Never attempt to re-size a cracked piston.)

If re-sizing is not practical, the use of correct piston expanders will do the job.

Before the rings are fitted to the piston, each ring should be placed in the cylinder and ring end clearance checked. (Note—refer to shop manual for "specs.") If "specs" are not available, a minimum end clearance of .003" per inch cylinder diameter is a good rule to follow.

When the piston and rod assemblies are ready to install in cylinder, a suitable ring compressor should be used in order to prevent damage to the rings and/or piston lands.

When all are in place, be sure to torque the head to "specs." Otherwise the block will be distorted and a good ring job may be ruined.

# NIEHOFF advertising tells your story!

Here are the points made in Niehoff consumer advertising:

- 1 Your service is reliable, convenient, efficient and economical.
- 2 You can service any make of car with Niehoff ignition parts.
- 3 You can install Niehoff warranted ignition parts.

For further details ask your jobber.



**FREE BOOKLET** Tells all about compact SS-5 Service Stock plan illustrated above, and how to cash in on Niehoff big advertising campaign. Mailed free on request.

**C. E. NIEHOFF & CO.**

**4922 LAWRENCE AVE., CHICAGO 30, ILL.**

BRANCHES: BOSTON 34, Massachusetts, 254 Brighton Avenue,  
LOS ANGELES 15, California, 1330 West Olympic Boulevard,  
NEW YORK 19, New York, 250 West 54th Street

**NIEHOFF Warranted Ignition**

## It Doubled Labor Sales

(Continued from page 46)

plan on used-car sales as well, but found the fluctuations on the market too great with the resulting commissions too small. We now have a flat seven per cent commission on used-car sales, with a ceiling of \$45.

Theoretically, we did not set our salesmen's quotas. We feel quotas are hard to set up. If a man is working, the quotas take care of themselves. Today we have 20 salesmen. We set ourselves a goal of 100 cars a month and know that we will top that figure.

Our sales manager, B. H. Saville, believes the percentage-of-profit plan the best he has ever worked with. "In the 18 years I have been in the automotive business, the plan offers a greater incentive to turn in a better job than any I have known," he recently commented.

About a year ago we carried out our profit-sharing plan a step further. We wanted Old Dominion employees to have an opportunity to save for their retirement, or have some fund to fall back on in the event of disability. We looked around and studied many employee-insurance plans until we found a firm in Ohio that had worked out and tested over a period of years a savings and profit-sharing fund that made employees independent at retirement age.

We communicated with the firm and got all details. Then we drew up a plan whereby employ-



This February **LIFE** Ad  
is working for you!

"YOU THINK  
YOU HAD  
TESTS"



"YOU DON'T HAVE TO PASS SLOW TESTS TO QUALIFY. THE MECHANIC TOLD ME 'GENUINE FORD BRAKE LININGS DO.' THERE'RE THE MOST COMPLETELY TESTED LININGS MADE FOR FORDS."



"THOUGH YOU'LL NEVER HAVE TO MAKE SLOW EMERGENCY STOPS AGAIN AS WELL-KNOWN FORD OWNERS ARE NOT TO JUST THAT TESTS GIVE YOU A GREATER MARGIN OF SAFETY."



"IN THE LAB, ON THE TEST TRACK AND ON THE ROAD, THEY'RE TESTED FOR WEAR, HEAT RESISTANCE AND SMOOTH ACTION. THEY ARE EVEN 'TWO TESTED' FOR UNIFORM PERFORMANCE."



"WHEN YOU ASK FOR GENUINE FORD BRAKE LININGS, YOU'LL KNOW THEY'RE MADE RIGHT TO FIT RIGHT TO LAST LONGER. THEY'RE THE LOWEST COST COMPLETELY TESTED LININGS FOR FORDS."

"LIKE ALL  
GENUINE FORD PARTS  
THEY'RE BUILT TO  
SAVE TIME, MONEY  
AND TO GIVE YOU REAL  
SATISFACTION!"



AVAILABLE WHEREVER  
YOU SEE THIS SIGN AT ALL  
FORD DEALERS AND SELECTED  
INDEPENDENT GARAGES



KEEP YOUR FORD ALL FORD!

## Extra February- March Profits with Genuine Ford Brake Linings

February and March can mean extra profits when you feature Genuine Ford Brake Linings. Bad weather driving puts a strain on any car's brakes. And these are the months when owners everywhere prepare their cars for warm weather performance. So now is the time to feature Genuine Ford Brake Linings for extra Ford Service, extra profits.

### Here's Why:

★ The Ford owners near you will learn the quality story behind Genuine Ford Brake Linings in this February advertisement, reprinted from **LIFE** and other national publications.

★ They'll know that Ford's rigid test standards assure them that Genuine Ford Brake Linings are safer, better for their Fords—with the high quality they want at low cost.

★ And they'll come to you—presold on Genuine Ford Brake Linings.

So for extra profit, for more satisfied customers, be ready to sell Ford owners the linings they want—Genuine Ford Brake Linings. Order from your Ford Dealer today, and let this advertisement go to work for you for extra February-March profits.



This sign lets Ford owners know you are headquarters for Genuine Ford Parts. Get yours today. See your nearest Ford Dealer for complete details.

FORD Division of FORD MOTOR COMPANY

ees contributed 5 per cent of their earnings and the company 25 per cent of its profits, or not more than three times the employee contribution.

Employees are eligible for membership after one year of employment. With the plan in operation now almost two years, we have 16 employees eligible out of a total staff of 62. About 35 per cent of these are mechanics. This year five more become eligible.

The contract between the employees and company states that

the employees' share of money be invested in government bonds or other securities approved by the State of Virginia, the company's in sound investments of income-bearing stocks.

After three years of membership in the fund an employee is entitled to one-half of the company's contribution and his own share of payments plus the accumulated interest. In the event of death or disability, the entire amount is paid him or his family.

The savings fund, we feel, con-

tributes a measure of security to our tried and tested employees who are members. An employee with some protection against the vicissitudes of life and old age is likely to concentrate on his work and operate more efficiently. His interest in the successful operation of the company is keener. Higher morale and increased loyalty to his job and company result.

In the five years of Old Dominion's operation, there has been a 300 per cent increase in sales volume with a corresponding increase reflected in every department. We believe that the profit-sharing plan has been largely responsible for this increase.

## Pendarvis Looks Ahead

(Continued from page 49)

before. This is largely due to the work of our associations, local, state and national, and the help of our national manufacturers.

The public still remembers the service most of us performed during the last war. I believe, without fear of contradiction, that its estimate of the automotive industry today is the highest in history. That is something else of which we can be proud.

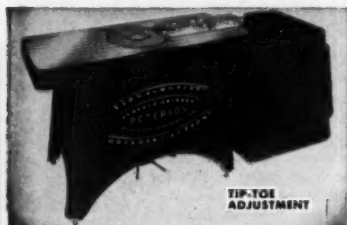
Our employee relations are the best we ever enjoyed. We may expect our personnel turnovers to increase, but our earning-incentive plans, group insurance and other benefits we have made available will keep them at a minimum.

We are extremely fortunate in having any number of allied lines to which we can turn if and when our showrooms are empty. Some of us can go into wholesale parts businesses, and I believe we are going to get parts this time because of the recognition of automotive transportation as a factor of defense. Others can get into automotive storage. We can put on a 24-hour shop operation, go out and solicit fleet maintenance, sell used cars or any number of other things to replace new-car sales.

The 24-hour shop operation appeals to me particularly. At present, we are using the cost of our investment only a third of the time. The only added cost of a 16- or a 24-hour operation would be supervision and lights. It is something to think about.

We also should be thinking

# YOU ARE GUARANTEED PROFIT! With This Amazing New Machine



Over a Thousand Satisfied Users  
Purchase PETERSON Surface Grinder  
**ON 30 DAY TRIAL**  
**MONEY-BACK GUARANTEE**

## ALL MAKING MONEY

**Average Take — \$18.00 an Hour**  
Follow the example of these smart jobbers who are reaping big profits with this new grinder purchased on the Peterson Money-Making Guarantee. "Use our tested merchandising plan for 30 days. If you do not make money, return the grinder for full refund. We pay the freight both ways."

Profitable in towns as small as 3,000 pop. There is one case of four machines in one town of 15,000 population, all making good money.

## PROFITS PAY FOR GRINDER IN 60 DAYS

### Five Man Shop Proves Value of Peterson Grinder

Joe Bruno, owner of Bruno Piston Ring Service, Chicago, like hundreds of other jobbers, says, "It's the most profitable operation in my shop." Installing his machine on Dec. 24, 1946, by Feb. 22, 1949, had matched his investment with profits. He now makes \$30 to \$35 per day from this machine alone.



Joe Bruno

**NEW Model 50 PETERSON SURFACE GRINDER**  
Grinds warped cylinder heads to .001 accuracy with amazing speed. Also grinds blocks, manifolds, clutch plates, flat flywheels and many other flat surface castings. Grinds average warped cylinder head in less than 10 minutes.

**DUST PROBLEM SOLVED**—Exclusive "Cyclone" dust collector, supplemented by a triple fibre glass filter unit banishes dust problem usually encountered in grinding operations.

**OTHER FEATURES:** (1) No set up needed. (2) Any man in your shop can operate. (3) VIBRA MOTIVE action permits fast, accurate cut with level stone.

## BIG DEMAND • NEW FIELD

### Model "T" Days Are Over

Lightweight, high compression engines demand this new head grinding service. Nation wide survey shows 8 out of 10 cylinder heads are warped. Put a Peterson grinder in your shop. If you act now, it will put you in a new field that is wide open with no competition.



"Del" Peterson, President

## Proof? "MY FILES ARE OPEN"

"I'M SO DAMNED CONFIDENT MY MACHINE IS A MONEY MAKER THAT I WILL SEND YOU THE NAMES OF SOME PETERSON GRINDER OWNERS NEAR YOU SO YOU CAN GET THEIR STORY FIRST-HAND. OR, IF YOU'RE STILL NOT CONVINCED, I'LL LET YOU SEE MY ENTIRE LIST. WRITE ME!"

**Call, Wire or Write for Full Details TODAY**

Please send me complete information about the Peterson Surface Grinder and names of owners near me. (Please check one below.)

☐ I buy my machine work from another company

☐ I operate my own machine shop

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

*Efficiency Is Essential to PROFIT...  
Make YOUR SHOP MORE PROFITABLE  
with*

# CURTIS

## AUTOMOTIVE SERVICE EQUIPMENT



### AIR COMPRESSORS

(Electric or Gasoline Motor Driven—vertical or horizontal tank mounted.)

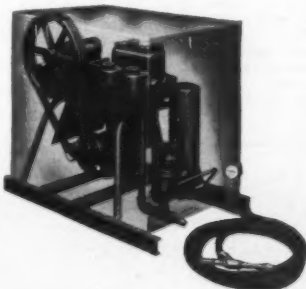
Curtis compressors are ruggedly built for long, efficient operation.

### Hydraulic

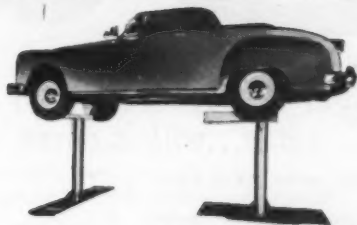
#### Car Washers

(300 Pounds Pressure)

For better and faster car washing, every shop needs this modern equipment. More cars are washed per day—more profits for you.

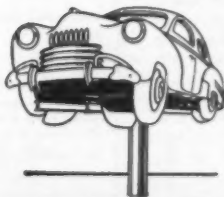


All Curtis Automotive Service Equipment is precision made from top quality raw materials—and there is built in 97 years of manufacturing "know-how."



### Full-Hydraulic TWO-POST LIFT

Provides complete accessibility for faster, better work by your mechanics.



### Rotating Auto Hoist

Free wheel or roll-on!

A-51-1

**CURTIS PNEUMATIC MACHINERY DIVISION**  
of Curtis Manufacturing Company  
1938 Kianlon Avenue, St. Louis 20, Missouri

- ☐ Air Compressors  
☐ Auto Lifts  
☐ Power Car Washers

I am interested in items checked:

Name.....  
Firm.....  
Street.....  
City..... Zone..... State.....

about a lot of other things. It is not going to be easy to attain 100 per cent absorption overnight. Fortunately, however, I don't believe it will have to be done that quickly. The best guess is that we will have 50 per cent of last year's new-vehicle production this year. That will give us a little time to shift our gears. It will be precious time, and we should begin to use it now.

If we haven't already done so, we should begin to think about training our shop personnel. We

should look around now for military-exempt personnel, consider any use we can make of the handicapped, and add to our shop helpers.

In the meantime, we should not forget our employee, our customer and our public relations. We must not forget them in the future. They are important.

The emergency is going to bring community problems as well as individual and business problems. The dealer who does

### About the Author

A native of South Carolina, Pendarvis began his automotive career in Charleston in 1928. He left there in 1943 to work for a Chevrolet distributor at West Palm Beach, Fla. His first dealership was a Dodge-Plymouth agency in Jacksonville, acquired in 1948. He organized Penn Motor Co. at Tampa in May, 1950.

IT'S FAST...IT'S STURDY...IT'S POWERFUL



## BINKS DP\* Unit the PORTABLE spray painting outfit...with a dozen uses

Here is the ideal spray painting unit for 1 precision touch-up work; 2 quality, cleaning, and drying; and 3 many miscellaneous jobs including moth proofing, waxing, shop maintenance, and shop decorating.

The Binks DP unit gives high quality results that compare with original factory finishes. You take it directly to the job...you work wherever it is convenient. Cut work time, and improve customer service.

The simple efficient DP unit provides ample air for spray painting autos or trucks. Operates hour after hour in hard continuous use. You'll find dozens of money-making applications for the Binks DP portable spray unit.

\*DP means Direct-drive Piston.

### SPECIFICATIONS

Air at 40 lb. is delivered in ample volume for the operation of Binks standard spray guns with cups or material tanks.

8 available combinations of gun, cup or tank.

Motor is 1/2 h.p. with ball bearings, operating on 110-120 volts, a.c. Gasoline models available.

Compressor piston is directly connected to the powerful 1/2 h.p. motor. No exposed moving parts.

Net weight is only 47 lbs.

Ask your Binks jobber about the DP portable spray painting unit today, or write for a free copy of illustrated Bulletin No. 601.

"The goal of American ingenuity is the creation of better products at lower costs."

Carlo B. Bink President

# Binks

MANUFACTURING COMPANY

3136-40 Carroll Avenue, Chicago 12, Ill.

NEW YORK • DETROIT • LOS ANGELES • ATLANTA • BOSTON • CLEVELAND • DALLAS • MILWAUKEE • NASHVILLE  
PHILADELPHIA • PITTSBURGH • ST. LOUIS • SAN FRANCISCO • SEATTLE • WINDSOR, ONTARIO, CANADA

not realize his civic responsibilities in this trying time is to be pitied.

The point I want to make is that there is no reason in the world to be fearful of the future. Automobile dealers, as a group, have the fortitude and the know-how to meet any situation that may come. They should recognize these abilities with courage and confidence. They are soundly financed and they have the needed equipment.

What else is there to worry about? Their position could not be better. If there are no new cars to sell, the old ones must be kept rolling, and a greater task never has been presented to the automotive industry.

By the same token, the automotive industry and its individual dealers never have been better prepared to carry out their responsibilities.

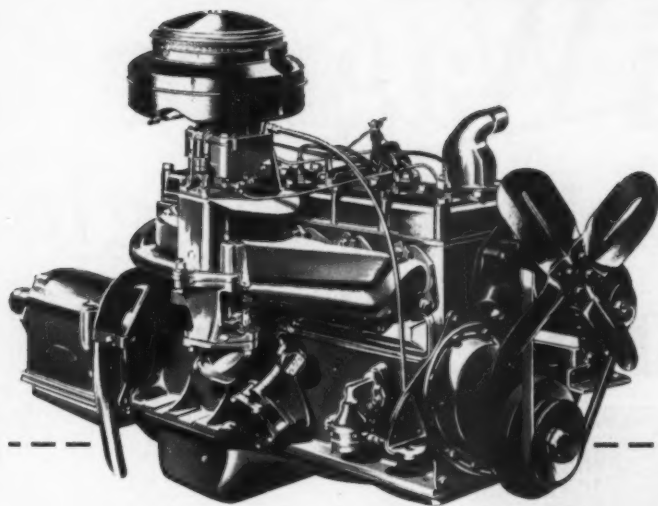
They are ready to stand up and fight. They won't run to the woods. This nation wasn't built of scarecrows, but of men of guts who haven't even yet started to get mad.

### Toboldt's Book Gives Repair Short Cuts

A GUIDE to automotive tune-up and trouble-shooting, called "Auto Repair Kinks," has been prepared by Bill Toboldt of Motor Service Magazine and published by The Goodheart-Willcox Co., Inc., 1321 S. Michigan Ave., Chicago 5, Ill.

The book, designed to fit in the tool box, covers models from 1938 to 1950. It contains complete tune-up specifications and includes many illustrations and diagrams. Price is \$3.

# More Power



**FOR  
HUDSON  
DEALERS**

THE BILLY ROSE SHOW supports Hudson dealers  
weekly on coast-to-coast ABC-Television

**H**UDSON DEALERS have the outstanding power development of the day!

It's Miracle H-Power in the sensational new, high-compression H-145 engine for the fabulous new Hudson Hornet . . . the car with *Performance Unlimited!*

It's lively, flashing power, useful at every speed, every turn of the crankshaft. It gives greater performance, safety, and pleasure whenever a Hudson Hornet is in motion!

Hornet owners can feel it and thrill to it . . .

Others can see it and envy it . . .

Motorists everywhere want it . . .

But only Hudson dealers can offer Miracle H-Power to the power-conscious automobile buyers!

And for blanket coverage of the automobile market, the Hudson line for '51 also includes the luxurious Commodore, renowned Super-Six, and the glamorous Pacemaker that is priced lower than many smaller cars.

Yes, there's a Hudson for every prospect—and every Hudson is the most durable car their money can buy!

If you want action, progress, and profits, we would like to talk to you about the opportunities of a Hudson Dealer Franchise—the most liberal in the industry.

For complete and confidential information—write, wire or phone Mr. C. A. J. Hadley, General Sales Manager, Hudson Motor Car Company, Detroit 14, Mich.



## Miracle H-Power

**for the  
fabulous new  
HUDSON HORNET**

Hudson... most DURABLE car your money can buy!



# Tie in now with Wagner national advertising in **POST** and **Collier's**



RE-4



# Wagner

LOCKHEED HYDRAULIC BRAKE PARTS • FLUID • HOSE • COMAX BRAKE LINING • AIR BRAKES  
COMPRESSORS • ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL CRANE BRIDGE SEALS



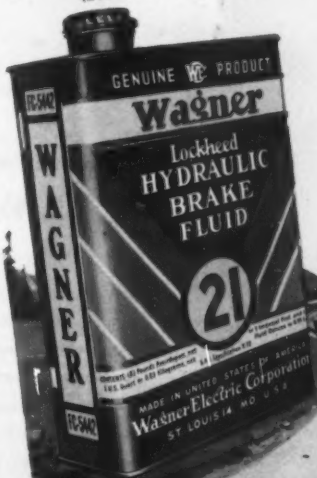
Good brakes help prevent bad breaks!

For Safety's Sake...  
WISE-UP..... CHECK-UP!  
BEFORE YOU SMASH-UP!

Even the best of automobile brake systems can't be neglected indefinitely. When you step on the brake pedal it is the displacement of hydraulic brake fluid that actuates the wheel brakes to bring the car to a stop. If the level of fluid in the brake system is permitted to get below a certain level, brake failure and a serious accident may result. Ask your serviceman to check the brake fluid in your car. He may find that it isn't necessary to change the fluid, or he may find that just a few ounces should be added to bring the fluid level to the proper height in the master cylinder. If and when fluid is required, it pays to

specify WAGNER LOCKHEED BRAKE FLUID. It is an all-season fluid that functions under all driving conditions. If any brake parts need replacement, specify genuine WAGNER LOCKHEED HYDRAULIC BRAKE PARTS. And, when brakes need relining— insist upon WAGNER CoMaX. It is superior for quick, safe, smooth stopping. You can depend upon Wagner quality original equipment by automobile, truck and trailer manufacturers. You can get brake service—where Wagner products are used—in your neighborhood. If you don't know where—write us.

Wagner Electric Corporation  
6462 Plymouth Ave., St. Louis 14, Mo., U.S.A.  
(In Canada: Wagner Brake Company Limited, Toronto)



You'll gain by being identified with Wagner Lockheeed—the best known name in brake service products.

1951 marks more than ten years without interruption that Wagner has run colorful half-page ads in The Saturday Evening Post and in Collier's. These ads develop business for you—if you tie in with the program.

There's a Wagner jobber near you who can supply the complete line of Wagner Lockheeed Hydraulic Brake Parts and Fluid, and Wagner CoMaX Brake Lining and lined brake shoes... For details, consult your jobber, or write us.

Wagner Electric Corporation

6362 Plymouth Ave., St. Louis 14, Mo., U.S.A.  
(Branches in all Principal Cities and in Canada)

Wagner

glanced at him and continued into the telephone.

"We take the position I should contribute... We me, that doctor has a buffalo... No, I have Furthermore... She phone and looked at Bob you?"

"I imagine you are I Bob said."

"Yes, and you are... Doctor Hennessey She took the paper would be whole news I see. And what doctor?"

"Do!" Bob yelped first telephone, the do!"

"My, we're very noon, aren't we?" I frighten the nurse."

She smiled at He be a large lump it breakfast. He a to the fact that enough lunch, as her appearance, to say the least were not persons come here for a going to have a

"My appearance to do with the aging my reputation character and source of amusement He waved his

me on the te laughing at r cold shower better yet, a hundred dol the beach an

"Because south. For He stopped What jump mail, and

She sig that a bar his arm little that "Little your p little —

"Ma think a slight."

"Ye you'd ing a inches yak o

"I scare ing, abey who

"ma me kn th

## Fred Jones Looks Ahead (Continued from page 48)

tories are going to curtail production of cars. The estimate is some 20 per cent. This poses the question whether or not we will need as large a sales force for the coming year. We will not decide that. The public will make that decision for us. With fewer cars to sell, it still may take our present sales force to ferret out sufficient buyers.

To a lesser extent this will hold

true with our used cars. We do not anticipate any sharp advance in the price of used cars. New cars coming off the production lines will, we think, hold the price structure at its present level.

We do, however, expect an increase in service work. Keeping cars rolling is going to be our main contribution to the defense effort. Again this points back to our one purpose. Keeping the customer satisfied and at a minimum of cost to him is still our integrity of purpose.

## About the Author

Jones is president of the Ford and Lincoln-Mercury dealerships at both Oklahoma City and Tulsa. When his L-M building at Oklahoma City, costing several hundred thousand, was opened in 1947, it was described as "the brightest dealership in the United States," with a light intensity of 100 candlepower on the showroom floor.



Wins you friends.

Protects

Your Profits.

**MANLEY**

*Airchrome*

**VALVES**

These extruded, one-piece Manley Airchrome Valves are machined and ground so nearly accurate that there is not more than .001 of an inch variation from absolute accuracy in concentricity. Such accuracy paves the way for better installations and better performance. Such quality protects your profits. Manley Valve Corporation, Philadelphia, 30, Pa., District Sales Representatives: Lawrence M. Hirsig & Co., Jacksonville, Fla.; J. S. Connell Co., Dallas, Texas.

Rendering our customers this type of service means that we must prepare now. We have overhauled our shops, checked our tools and equipment and our inventories. Some 90 days ago we started to step-up our GI training program. We learned during the last crisis that it was utterly impossible to turn out full-fledged mechanics in a short time. So we trained men to do just one job.

Furthermore, we have already decided that we will meet competitive wage scales. This is not a selfish gesture to hold our men, but it is being fair with them.

If we work longer hours, it will be because the public demands it of us. We are here to take care of the public to the best of our ability. In times like these we can not afford to think only of our own best interests. Our own personal welfare is not separated from the public's as one might think.

In our manufacturing plant—where we rebuild Ford engines and small parts—we already have replaced some of our men with women. We will continue to do this. We only have one purpose and we will utilize every legitimate means to that end—SERVE OUR CUSTOMERS!

In conclusion, I can see no immediate cause for any drastic actions. We are not putting up any resistance to the changing conditions. We do not believe that the problems confronting us are in any way discriminating, simply because we wish they didn't exist. This is a world of realities. We must adapt ourselves to circumstances, rather than bemoan that circumstances do not adapt themselves to us.

# Certain Signs —for an Uncertain Year—

This is the first advertisement in the new GM "Key" campaign for 1951. In the most popular magazines read by your prospects—usually as a two-page spread in full color—it accomplishes three basic things for GM dealers in these critical times:

- 1—It tells the world why GM cars are the key values.
- 2—It emphasizes the years of skilled research, engineering and production that insure higher quality in every detail.
- 3—It assures the public that American ingenuity is still working overtime—the very ingenuity needed in peace or war, or in-between.

## Packages

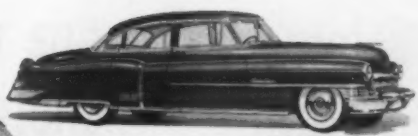
each well in freedom? If you are the packager, falling. Always, by sticks, making the food...

## er's first fruits and...

action of stable...  
1. Wash thoroughly...  
2. Steam-blanching...  
3. Soak in salt water...  
4. Cut into small...  
5. Drain...  
6. Cook in...  
7. A...  
8. ...  
9. ...  
10. ...

**Spinach**  
A more tender...  
1. Cut when...  
2. Wash thoroughly...  
3. Steam-blanching...  
4. Soak in salt water...  
5. Drain...  
6. Cook in...  
7. A...  
8. ...  
9. ...  
10. ...

**Peas**  
Then as...  
1. Do not...  
2. Wash...  
3. Pod...  
4. ...  
5. ...  
6. ...  
7. ...  
8. ...  
9. ...  
10. ...



Everybody's looking  
at the  
**KEY VALUES**  
**FOR 1951**



All the new General Motors cars for 1951 are now on display. The finest models yet produced by Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac—they are centers of attraction everywhere. You will find each as thrilling to drive as it is to behold—each distinguished by new advances in styling and ease of handling that have been years in the making. For each has benefited from the continuing program carried on, year after year, by GM's research, engineering and production staffs to develop betterments in materials and construction for use by all General Motors cars. This exploration is commensured with a multitude of

things—from window glass and finishes to metallurgy and the chemistry of fuels. The net result is the richer beauty, finer quality and superb performance that make the new GM cars the key values for 1951.

We believe they will supply the better transportation millions of Americans still need, and invite your inspection—at the showrooms of your local GM dealers.

## GENERAL MOTORS

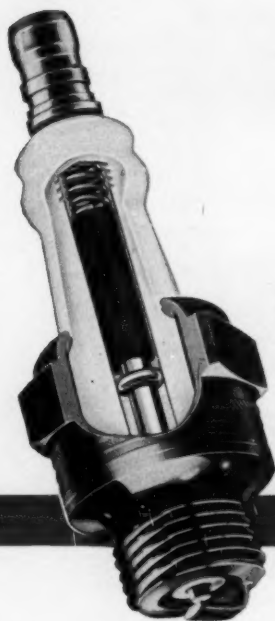
BUICK AND BETTER THINGS FOR MORE PEOPLE  
CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC  
BUICK BY TRUCK • GMC TRUCK & COACH  
Your Key to Greater Value  
The Key to a GENERAL MOTORS car



Four doors • 1200 cc. in the six-cylinder Buick sedan with the 4800 Torque-Flite, used to report.



# Only **AUTO-** complete spark plug line



Sell the sensational new wide-gap Auto-Lite Resistor Spark Plug—original equipment on many leading makes of cars and trucks. Gives your customers smoother performance, double life and greater gas savings.\*



Sell the regular Auto-Lite Spark Plug for all types engines. Ignition engineers by ignition engineers. Original equipment on many America's finest cars, trucks and tractors.

... The Auto-Lite line also includes special spark plugs for marine, aviation, diesel and model use. Ask about the Auto-Lite line.

\*Cut-away view shows the 10,000 ohm Resistor which permits wider initial gap settings and makes these advantages possible. Double life under equal conditions as compared with narrow-gap plugs.

*Plus the 4 big advantages  
of the AUTO-LITE*

## R.S.D. PLAN

Consider fully the benefits that come from the four big advantages of the Auto-Lite Registered Service Dealer plan. It means maximum profit for you, so get the details now from your Auto-Lite Spark Plug Jobber, or write to

THE ELECTRIC AUTO-LITE COMPANY  
Toronto, Ontario • Merchandising Division • Toledo 1, Ohio

**Maximum  
Profit ...**



# LITE offers you a for Maximum Profits



No other spark plug maker  
can match this line and  
the program back of it...

Sell the Auto-Lite Transport Spark Plug with aircraft type insulator, heavy electrodes and rugged construction especially suitable for farm, bus and truck operation. Gives lowest cost per mile of spark plug operation.

Auto-Lite Spark Plugs—Patented U.S.A.

Lite merchandiser, spark plug cleaner, and "Plug-Chek," famous as "the most effective selling tool in the industry."



- ★ *Television*
- ★ *Network Radio*
- ★ *Magazines*
- ★ *Newspapers*
- ★ *Farm Papers*
- ★ *Displays*

2 R.S.D. Prices  
on Fill-in Orders

3 Flexible Stock  
to cover all popular  
Cars and Trucks

4 Tested Promotion  
Helps and  
Factory Mailings

## GOT A GOOD \$5 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.



### When Air Cleaner Won't Tighten

WHEN an air cleaner will not tighten on top of carburetor so as to prevent rattling, it is usually because of wear when left loose once. The reason it will not tighten is that the sheet metal segments inside the clamp butt together.

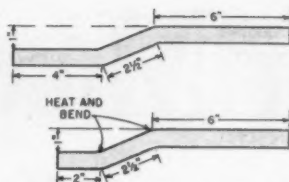
To remedy this, cut with tin snips a larger crack between segments by trimming out about

1/16" of metal at each segment joint. Then the clamp can be tightened so that cleaner will not rattle.—Charles T. Levie, 2111 McKinley Road, N. W., Atlanta.

### Moving Frozen Kingpin From Ford Trucks

I've stumbled onto an idea that will be valuable to mechanics working on F-7 and F-8 Ford trucks. On these models the backing plates are riveted to the spindles and it is almost impossible to move a frozen kingpin with a straight punch or drift.

I made two drifts from an old Ford driveshaft for this job—a short one to start it with and a longer one to drive it on out. Do

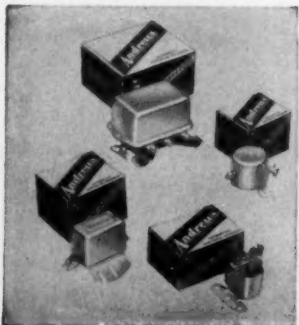


not cool these after heating or they will break on the first good lick.—John Herbert Albright, Hull-Dobbs Company, Memphis, Tennessee.

### Making Tool to Install Oil Pans Easily

HERE is an easy way to install oil pans:

Take two old screwdrivers and



## American Transportation Must Keep Rolling—

INSTALL DEPENDABLE ANDREWS  
IGNITION PARTS, WIRE and CABLES

### The Triple Value Line:

1. Complete line of quality merchandise.
2. Fast turnover of packaged profits.
3. Guaranteed for customer satisfaction.

You will find it wise to replace with quality products, for your business future and your customers' peace of mind. Ask your jobber for Andrews quality merchandise.



CUSTOMER  
SATISFACTION



SINCE  
1921

**Andrews**  
MANUFACTURING CO.  
ST. LOUIS, MO.

Export Division  
LIONEL-ESSEX INTERNATIONAL CORP.  
New York 10, N.Y.

two bolts about 1½" long, depending on size of the pan bolts. Weld bolts to end of screwdrivers. Grind ends to sharp point. Install a lock nut ¾" from end.

Screw one of these in each side of pan to hold it in place.—C. L. Crouch, Elk Creek Garage, Elk Creek, Kentucky.

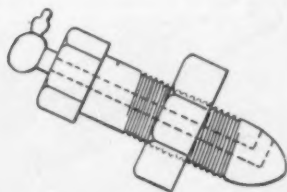
### Removing and Replacing Brake Shoe Springs

**W**HEN removing or replacing brake shoe springs, I use a pair of vise-grip pliers instead of spring pliers. When removing, just a little twist of the wrist will take most of them out. In replacing, hook one end, clamp onto the other, pry with a screwdriver and you really make time.

There is no scarring of new brake lining, especially on the bonded lining where there is no hole to hook brake-spring pliers in.—Raymond Calvert, Standard Garage, Mount Washington, Kentucky.

### When Lubricating Chevrolet Front Pinion Bearings

**I**N OUR shop we have traced some recent early failures of the front pinion bearing on Chevrolets to insufficient lubrication, this being particularly noticeable



on those jobs that are operated for short runs at comparatively slow speed.

We have overcome this trouble by providing for outside lubrication of this bearing through the pinion bearing lock ring screw. It is a relatively simple job to drill and tap the screw as shown in the accompanying sketch.—R. D. Hudgens, 1428 Lillian Street, Shreveport, Louisiana.

### When Cutting the Holes For Heater Fittings

**I**T IS often difficult to size properly the holes made in the lower hose for heater fittings. A Ford V-8 piston pin, ground sharp on one edge, will make a clean

round hole of the proper size.—R. D. Hudgens, 1428 Lillian Street, Shreveport, Louisiana.

### Installing Chains On Automobiles

**W**HEN installing chains on cars, instead of wiring up the loose links just slip a hog ring in them. Almost every shop uses them for seat covers and the cost is very little.

This can be a real time saver.—Raymond Calvert, Standard

Garage, Mount Washington, Kentucky.

### When Stopping Leak In Plymouth Hood

**O**N SOME Plymouth cars we have been troubled with water leaking through the center of the hood and running down on top of the engine, causing a rusty condition. Here is how I corrected this condition:

I removed the moulding and the ornament from the hood. I

**Here is what happens  
when you use anything but  
the Best in Brake Fluid...**



UNRETouched PHOTOGRAPH

It's bound to happen when inferior brake fluid is used—swollen rubber and corroded metal that leads to brake failure in emergencies. • So... Never use anything but the best in brake fluid. Use genuine Thermoid Hydraulic Brake Fluid. Meets or exceeds S.A.E. specifications.

**Thermoid**

the standard of quality and precision processing in brake lining; brake blocks; hydraulic fluid, cylinder assemblies; hydraulic brake parts.



Thermoid Company • Trenton, New Jersey

filled the beam with undercoating, then replaced the moulding and ornament. The excess undercoating can be cleaned off with kerosene and water. This makes a good job and satisfies customers. —Louis Miller, Roger Sullivan, Inc., Baltimore, Maryland.

### Correcting Trouble On Pontiac Clutch

QUITE a few owners of late-model Pontiacs with standard transmissions have had trou-

ble shifting because of poor de-clutching. We have found that it doesn't often help to smooth the burrs out of the splines on the transmission shaft. It sounds unbelievable, but often the driven plate sticks to the pressure plate for no apparent reason.

Assuming that some sort of vacuum must be the cause, we cut grooves into the clutch facing like those on most other cars. The original facings are smooth on the sixes. After the facing was grooved, the shifting difficulty was

gone.—Melvin J. Timm, Route One, Berryville, Arkansas.

### Repairing Starters On Older Models

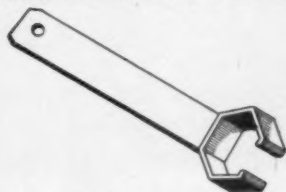
WHEN repairing starters on the older cars, such as 1937 Oldsmobile Six, Chevrolet and other later models having the positive-engagement type starter clutch, I find that sometimes the pins on the yoke end of the lever which shifts the clutch gear into the flywheel ring gear become worn flat. Levers are not always available.

If the pins are placed tightly in a vise one at a time and the lever is turned so as to rotate the pins one quarter turn, then a new surface that is not worn will be in position for use. Don't forget to rebrad pins.—Charles T. Levie, 2111 McKinley Road, N. W., Atlanta, Georgia.

### When Removing Nuts On Chevrolets

TO REMOVE quickly the nut holding throttle control, choke control or headlight switch on dash on several models of Chevrolets, we made a wrench in this way:

A piece of  $\frac{1}{8}$ " by  $\frac{1}{2}$ " strap iron heated and molded around the



end of a  $\frac{9}{16}$ " cap screw will make a good six-point socket. Weld the handle on at a right angle. Cut out  $\frac{1}{4}$ " of socket to slip over unit and remove nut.—C. Kernaghan, 2324 Harris, Independence, Missouri.

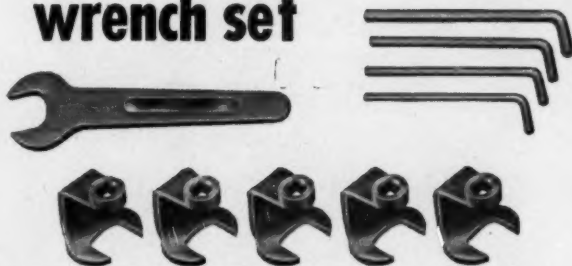
### Installing Bearing Shells On Plymouth and Dodge

WHEN installing the front main bearing shells on Plymouths and Dodges, you can use a  $\frac{1}{2}$ " end wrench by bending it at a 90° angle close to the opening to get to the bolt that holds the oil seal block to the motor.

Get the upper half from left side by generator from top. This saves you the job of having to remove the front end.—Albert Queen, Farmington, New Mexico.

another time and money saving tool

caster-camber wrench set



Here is another new OTC time, money, temper and knuckle saving set of tools. The Caster-Camber wrenchs work fast and accurately in close quarters, make front end adjustments easier on all late model cars; Ford, Chevrolet, Chrysler line, Pontiac, Cadillac, Hudson and others. They pay for themselves in time saved on the first few jobs.

The set consists of ten wrenches, one flat open end, five U-shaped  $\frac{1}{2}$ " drive wrenches and four Allen type wrenches—all sturdily built for long, hard service. See your jobber or write for complete information. Refer to set No. 582-T.



OWATONNA TOOL COMPANY

306 CEDAR STREET, OWATONNA, MINNESOTA



AUTOMOTIVE—INDUSTRIAL—AVIATION PULLERS—HAND & SPECIAL TOOLS





Reading time: 1 minute, 46 seconds

Thirty-five years ago, in the Automobile Show Auditorium of an eastern city, a young fellow called "Mac" was on the spot. He'd recently been appointed an exhibit demonstrator, and the dry-humored Yankees assembled there chuckled at the sport of baiting the young "auto expert." This was Cy's boy, the son of a farm auctioneer, and formerly a grocery clerk. What did he know about these new-fangled mechanical wonders?

The questions flew thick and fast, led by a mischievous old doctor. But, as the inquisition proceeded, the cheerful, good-natured, authoritative replies Mac shot back soon won the admiration of the crowd. And when they dispersed, Mac had a check for the first car sold in that city . . . serial number 763 . . . price \$785 . . . purchaser Doc. Simms. The man who "came to scoff remained to pay"—and became one of Mac's life-long friends.



You have to look close in Mac's zig-zag route from farmer's boy to grocer to auto dealer to find the clues for success. There was the high-gear selling technique he learned from his father's auctioneering . . . the mechanical training acquired by servicing and repairing "Wheezing Betsy," the grocery store's delivery truck . . . a sound basic business training in the business school course he took before opening his grocery.

But Grocer Mac had automobiles "buzzin' in his bonnet." So when a friend told him a leading automobile company was looking for a dealer he wired for an appointment. He out-sold even the veteran auto dealers of the town. He knew how to sell and he knew cars. Next morning, garbed in his butcher's apron, he met the factory executives at the door of his store, and signed the contract on the grocery counter!

Disaster struck the very first year. His schedule called for 25 cars to be delivered, but

# "Hard selling— honest deals—

... that's my formula"

—Says Mac



only 11 came through. He had already taken deposits on all 25. When he learned delivery would be slow, Mac promptly offered to return the deposits, but practically every one of the depositors told him to keep the money and get the cars as soon as he could. "The newspapers played it up as an example of super-service and fair dealing," Mac relates. "Before long, this reputation spread all over the county—it has helped me sell over 5,000 cars since then."



Mac sees greater opportunities than ever in the automobile business, and proudly cites his two sons who work in his De Soto-Plymouth business with him. "Hard Selling—Honest Deals", that's my formula—and theirs too! They have a fine future ahead."

Write for our free booklet containing a number of these stories of accomplishments by enterprising men. Chrysler Corporation, 741 Massachusetts Ave., Highland Park 3, Michigan.



**Chrysler Corporation**

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS  
Fine Cars of Great Value





Pictured at the year-end sales conference of Bowers Battery & Spark Plug Co., Reading, Pa., are (l. to r.): Blake Eilbeck; Cecil Law, sales manager, Southern division, Macon, Ga.; Arthur L. Corcoran, branch manager, Atlanta; Marvin White, sales supervisor, Macon; Harry Vail, Boston; Frank Schreiner, Chicago; K. J. Blankenbiller; Harry J. Noznesky, vice-president in charge of sales; Paul R. Goodrich; James Sellers; W. Fred Keller; Henry M. Blake; Norman E. Klink; Carl Reinhart; Charles F. Shields, New York; William Isenberg, sales manager, south central division, Charlotte, N. C.; Adrian D. Windt, Philadelphia; Melvin Robshaw, Buffalo, and William Doenges, Baltimore branch manager.

# JEEPERS CREEPER

*New*  
**LOW  
PRICED**  
MODEL "J"



A rugged,  
low cost  
creeper—  
equipped with  
the famous Ralco  
Rollers. Low-slung,  
sturdy, yet light in  
weight. Ask your jobber  
about the Model J

## JEEPERS CREEPER

**LISLE CORPORATION**  
BOX 1028, CLARINDA, IOWA

it's a good tool...it's a

A COMPLETE LINE OF GOOD GARAGE TOOLS

now distributed  
exclusively  
by Lisle

*Lisle*

### Jobber News

(Continued from page 63)

day will be 1 p. m. until 6 p. m. No closed conferences will be held on Sunday, the last day.

Arnold J. Siegal, Alabama Auto Parts Co., Birmingham, Ala., is president of the 1951 show. George V. Gilbert, Piedmont Auto Exchange, Charlotte, N. C., is first vice-president and Henry S. Clark, manufacturers' representative of Atlanta, is second vice-president. Max Hayes, Hayes & Hopson, Inc., Asheville, N. C., is treasurer. Harry F. Gee, Jr., Federal Mogul Service, Atlanta, is acting secretary.

Wholesaler representatives on the board of directors include: M. D. Taylor, Taylor Parts & Supply Co., Inc., Andalusia, Ala.; John Rogers, John Rogers Co., Atlanta; Max Hayes; Lester Flowers, The Flowers Co., Hickory, N. C.; Joseph W. Black, Black & Co., Knoxville, Tenn., and George V. Gilbert.

Manufacturers' representatives on the board are: A. Lee Proctor, Black & Decker Manufacturing Atlanta; H. Fletcher Jones, Walker Manufacturing Co., Atlanta; Bert Kaple, Atlanta; Frank J. Merryman, Atlanta; Harry F. Gee, Jr., and Henry S. Clark.

### South Gate Names Southerners

Orville Harpole has been appointed representative for South Gate Brake Specialties Co. in the Florida and Georgia territory. W. S. Bufe of Brake Materials Sales Co. will handle the line in Kentucky and Ohio.

#### **BULLETIN!**

### **Thompson and Perfect Circle Merger Off**

The merger of Perfect Circle Corp. with Thompson Products, Inc., has been called off due to threats of an anti-monopoly suit by attorneys of the Department of Justice, John E. Colley, Southeastern manager of Perfect Circle, was informed on Jan. 31—the date the merger had been contemplated.

Plans for the merger had been announced last fall.

### **MEWA Junior Executives Elect G. B. Lewis**

**G.** BERNARD Lewis, Lewis Auto Supply Co., Greenville, Ala., has been elected a committeeman of the Junior Executives Group of Motor and Equipment Wholesalers Association. W. Thomas Mills, Jr., of Auto Parts Co., St. Louis, has been succeeded as chairman by Lloyd I. Colbert of Pittsburgh, Pa.

Among the committeemen who continue in office are R. J. Alexander, Jr., of Alexander-Seewald Co., Atlanta, and R. C. Archenthal of Archenthal Automobile Supply Co., Fort Worth, Texas.

### **Southwestern AAR Fetes Salesmen**

**T**HE Southwest Regional Group of Automotive Affiliated Representatives entertained their salesmen at a cocktail party and dinner recently at Dallas, Texas.

Frank Brogan made a short talk on the responsibilities and aims of AAR relative to bettering the automotive industry.

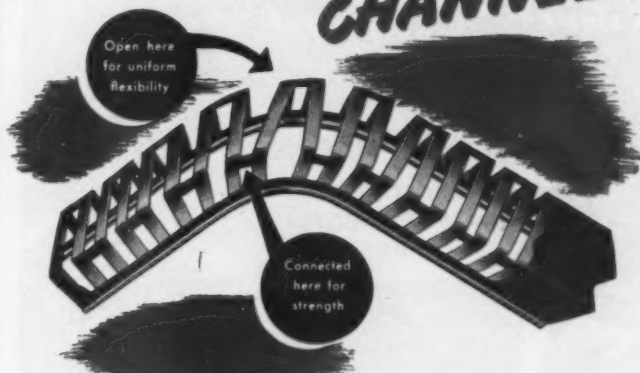
### **McIntyre Heads Malsbary**

A. E. McIntyre has been elected president of Malsbary Manufacturing Co., Oakland, Calif., and Walter Taylor has been named vice-president. Formerly with Caterpillar Tractor Co., McIntyre had been general manager of Malsbary since 1949.

"General conditions in our territory are good," **R. J. Fox Auto Supply**, Shreveport, La., reported last month.

to make YOUR work  
**EASIER, FASTER, BETTER**

## **GENERAL GLASS RUN WINDOW CHANNEL**



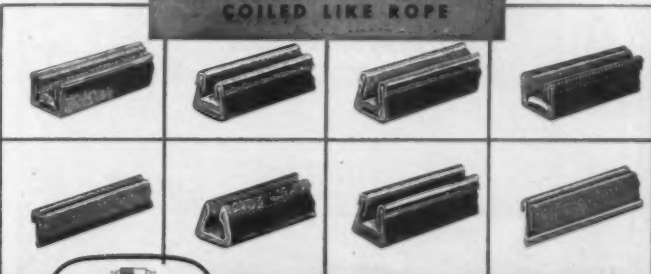
One way to cut customer's complaints about the high cost of repairs is to do a quality job in less than usual time.

General Glass Run Window Channel has the exclusive Connecto-Link reinforcement that prevents kinking, buckling or breaking...insures even

bending to any contour. You're never held up because the channel is kinked up. Every job turns out snug-fitting, rattle-proof and weather-proof.

Use General Glass Run Window Channel, Weather-strip and Division Bar Filler...for work that makes friends as well as money.

**SO FLEXIBLE IT CAN BE  
COILED LIKE ROPE**



**THE GENERAL TIRE & RUBBER COMPANY**  
AKRON, OHIO



Flowers aren't the only things that grow in the spring! This building of Motor Supply Co., Inc., Amarillo, Texas, is scheduled to be doubled in size early in the spring, according to Carl L. King Sr., president and general manager.

### W. H. Vick Will Address Joint Booster Meeting

**W.** H. VICK, president of the Southwest Automotive Show, will be one of the principal speakers at the March 10 meeting of Automotive Booster Club B-2 at Kansas City.

Boosters from the Dallas, Memphis, St. Louis, Oklahoma City, Denver, Chicago, Minneapolis and Omaha groups are invited to attend the luncheon at the President Hotel, according to J. F. Tapp, publicity director of B-2.

"Sponsoring jobbers of the show from Missouri, Kansas, Arkansas, Nebraska and Iowa are invited to attend," Tapp said. "We expect some 75 jobbing firms to be represented."

In addition to Vick, who is with Oklahoma City Hardware Co., Oklahoma City, those attending the meeting will hear an address by Dean A. Johnson, manager of the Southwest Show.

"Officers of Automotive Booster Club International have been invited to the luncheon and are expected to be present," Tapp reported.

### Kansas City Boosters Hear W. T. Mills

**W.** THOMAS Mills, Jr., of Auto Parts Co., St. Louis, was on the program for the Feb. 10 meeting of Automotive Booster Club B-2, Kansas City. Jobbers and guests were invited.

Mills is immediate past chairman of the Junior Executives Group of MEWA. He is vice-president of the Greater St. Louis Automotive Parts and Equipment Association.

### Gatke Names Missourian

Harvey L. Howe, Kansas City, Mo., has been appointed district sales representative for the Gatke Corp., Automotive Division, in western Missouri, Kansas and Oklahoma. Howe, who has been in the replacement trade more than 15 years, will headquarter at 8110 Terrace, Kansas City 5, Mo.

**A Single Product or a Dozen . . .  
ALL FROM ONE SOURCE**



**FRONT END SUSPENSION PARTS**

**THE FASTEST GROWING  
NEWEST AUTOMOTIVE  
LINE!**



- COMPLETE COVERAGE FOR ALL CARS
- PRECISION MACHINED—PROPERLY ENGINEERED
- ATTRACTIVELY AND CAREFULLY PACKAGED
- UNCONDITIONALLY GUARANTEED WORKMANSHIP AND PERFORMANCE
- EASY-TO-READ CATALOG

**Inquiries Invited.**

**CHEFFORD MASTER MFG. CO., INC.**

FAIRFIELD, ILL.

*Manufacturers of*

Tie Rod Ends	Water Pumps	Fuel Pump Parts
Drag Links	Water Pump Repair Kits	Fuel Pump Kits
Front End		Push Rods
Suspension Parts	Front Wheel Bearings	Gas Strainers
Coil Springs	Clutch Release Bearings	Piston Pins
King Bolt Sets	Stop Light Switches	Bell Housing Supports
Shackle Sets	Hydraulic Brake Kits	Distributors
	Hydraulic Brake Hose	



Means **SATISFIED CUSTOMERS  
BIGGER PROFITS!**



This fine home for Auto Parts and Electric Co., Statesville, N. C., was opened Jan. 26. "In designing this building, we kept in mind mainly two things: convenience to cut costs of operation and plenty of light to avoid heavy electric bills," said President R. H. Reavis. The firm was founded in 1927 by Robert L. Reavis, his brother.



#### ABC International Appoints Brogan

**F**RANK Brogan of B-4 at Dallas, Texas, has been appointed regional vice-president of Automotive Booster Club International, according to President Art Snyder. Brogan succeeds H. Gordon Payne, also of B-4. He is immediate past president of B-4.

The region includes B-37 at Oklahoma City and B-30 at Houston, as well as the Dallas group.

#### Kitchens to Handle Bay Mfg. Co. in Southeast

**K**ITCHENS & Co., 788 Spring Street, N.W., Atlanta, Ga., will represent Bay Mfg. Co., Torrance, Calif., in the Southeast, it was announced last month by P. G. "Bill" Cloud, president.

Other Southern representatives of the firm are: Perryman Sales Co., Dallas, Texas; Bill Green, Norfolk, Va.; D. L. Fritts, Oklahoma City, Okla., and Earl H. Ebert Co., Kansas City.

#### Birmingham Firm Moves

Wheel Rim & Parts Co., formerly Cruse-Crawford Wheel & Rim Co., has moved to 2021 5th Ave., South, Birmingham, Ala., Vance Fain, proprietor, announced last month.

#### Morris Chapman Supply Opens at Kosciusko

**M**ORRIS Chapman Supply Co. opened recently on the square in Kosciusko, Miss. Morris Chapman is the owner.

Formerly of Kosciusko, Chapman had been in business in Tupelo, Miss., before returning to open the wholesaling firm.

**R. L. Jackson** is now the sole owner of **Standard Auto Parts**, Dade City, Fla.

New vice-presidents of Walker Manufacturing Co., Racine, Wis., are (l. to r.): T. Faxon Hall, Carl C. Nelson and William C. Morgan. A past-president of the Automotive Advertisers Council, Hall has been manager of the firm's advertising, sales-promotion and public relations programs. Nelson has been director of purchases for 20 years and Morgan has been sales manager of the Original Equipment Division for five years.







The keynote for the 1951 program of the Gathe Automotive Division was given by President Thomas L. Gathe at this national sales meeting in Chicago. Sid Shepard, director of sales, conducted the meeting of the representatives.

### Phillips of Hastings Dies in Florida

HILLIARD Phillips, who since 1943 has been district manager of the Florida territory for Hastings Manufacturing Co., died January 11 of a heart attack.

He was originally from Livingston, Tenn., but in recent years made his home in St. Augustine, Fla. He is survived by his widow, a daughter and a son.

### Heat Control Changes Name

The King Electric Equipment Co. became the name of The Electric Heat Control Co. of Cleveland, Ohio, on Feb. 1, President Kent D. Fullerton announced. "The new name was chosen as being more appropriate and more descriptive of our products and future sales policies," he said.

### Kaple to Handle Gumout

Bert Kaple, Inc., Atlanta, has been appointed representative for Gumout in South Carolina, Georgia and Florida, it has been announced by Pennsylvania Refining Co.

"Lines recently added include Commercial Solvents anti-freeze and Densite filter cartridges," Charles F. Jacob, president and sales manager of Bastrop Motor Supply Co., Inc., Bastrop, La., reported last month. "We're doing a swell volume on them."

\* \* \*

"General conditions in our territory are good. Business is increasing and we have added some help," H. A. Finnie, proprietor of Finnie's Auto Parts, Orlando, Fla., reported last month.

\* \* \*

"Deer, quail and duck hunting are good in this section of Louisiana and there is plenty of water in the low areas," Charles F. Jacob, president and sales manager of Bastrop Motor Supply Co., Inc., Bastrop, La., said last month.



Tung-Sol bulbs are used by most leading car manufacturers.

We test 'em to beat the band. The car manufacturers test 'em to beat the band. So they're bound to be GOOD! They're bound to satisfy your customers.

And the Tung-Sol bulb line is COMPLETE. With it, you can fill every lamp need of every car, truck and bus—new or old.

Install lamps while you're doing other work. Then you can charge for labor as well as lamps.

# Tung-Sol

AUTO LAMPS



TUNG-SOL LAMP WORKS INC., NEWARK 4, N. J.

Sales Offices: Atlanta • Chicago • Dallas • Denver • Detroit • Los Angeles • Newark • Philadelphia



## 23 Southerners Join The MEWA Roster

**M**otor and Equipment Wholesale-  
salers Association has announced the names of 23 Southern firms included among the 123 members admitted during the latter part of 1951.

They include: Auto Electric Service, Beaumont, Texas; Automotive Supply Co., Maysville, Ky.; Boyle Auto Parts, Danville, Ky.; Carlson's, Brownwood, Texas; Elizabethtown Distributing Co., Inc., Elizabethtown, Ky.; Hamilton Auto Parts Co., Chattanooga, Tenn.; Herman Auto Supply, Concordia, Kan.; Holland Auto Supply, Inc., Greenville, S. C.; Hopper & Graybeal Auto Parts, Corbin, Ky.; M. C. Manlove Automotive Service, Seaford, Del.; Morgan City Motor Supply, Morgan City, La.; Murray Motor Parts Co., Hartford, N. C.; The Parts Co., Columbia, S. C.; Piedmont Auto Parts Co., Inc., Concord, N. C.; Piedmont Parts & Supply Co., Inc., Lincolnton, N. C.; Rawls & Winstead, Inc., Rocky Mount, N. C.; Republic Wholesale Co., Inc., Crowley, La.; Schaaf Auto Electric Co., Inc., Louisville, Ky.; Southwest Auto Parts Co., St. Louis, Mo.; Stratton-Warren Sales Co., Memphis, Tenn.; Taylor's, Inc., Lexington, Ky.; Toncray Auto Parts, Maysville, Ky., and W. W. Auto Parts, Inc., San Antonio, Texas.

"Scare, emergency and stock-piling buying is over," **R. L. Jackson**, owner of **Standard Auto Parts, Dade City, Fla.**, reported last month.

"We have added **Airtex** fuel pumps and gas filters to our lines," **R. J. Fox Auto Supply, Shreveport, La.**, reported last month.

"Sales are good and ahead of January, 1950," Manager **Warren Todd of Southern Sales Co., Jackson, Miss.**, reported last month.

"We recently added **Niehoff** and **Trainer** springs to our lines," Proprietor **H. A. Finnie of Finnie's Auto Parts, Orlando, Fla.**, reported.

**Johnny Raidt of Southern Sales Co., Jackson, Miss.**, has recovered from the loss of his hand and is back in the territory.

No Other Car Washer  
Offers You ALL the  
Advantages of the-

# WAVEWASH

Automatic Jet  
**CAR WASHER**  
(PATENTS PENDING)

SEE  
WAVEWASH  
BEFORE YOU  
BUY ANY  
CAR WASHER!



YOU can quickly turn car washing from an unprofitable accommodation into a money-making, trade-building operation with Wavewash! And your investment will be extremely low!

Service stations, garages and car dealers everywhere are demonstrating the profit possibilities of Wavewash daily! All claims made for Wavewash are proved by actual field performance!

You well know that car owners prefer to patronize an establishment that offers a complete service, including car washing... and that modern equipment like Wavewash attracts trade. Therefore, investigate Wavewash. Write today for new free folder—"How Do YOU Wash Cars?"

Sales Representatives Coast to Coast



**JOBBERS:** A few choice territories still open. Write today!

**PHILLIPS PUMP & TANK CO.**

Service Station Equipment for Over 20 Years

1000 Phillips Avenue, Piquette, Michigan 48675

- Comes to you complete.
- Just attach to your water line.
- No tracks to lay.
- No tanks or special piping required.
- No extra installation costs.
- No extra space required. Wavewash spans the car.
- Reaches all parts of the car.
- Low initial investment. Low maintenance cost.
- One operator can wash 4 to 6 cars an hour.

# All *Big* users

*Emerson*

hallicrafters

*Ford*

PACKARD

Magnavox

*Capshot*

CHRYSLER

*Lincoln*

SYLVANIA

CROSLEY

*Cadillac*

ARMORILL



*Tele King*

STROMBERG  
CARLSON

Kaiser-Frazer

MERCUR

*Admiral*

PHILCO

*PONTIAC* PLYMOUTH

RAYTHEON

*Motorola*

DE SOTO *Nash*

# Only one fuse of LITTELFUSE for you!

**LITTELFUSE** has gained its tremendous size by engineering every major improvement in small fuses in recent years . . . by giving you the *complete line* of fuses and associated items . . . by inspecting every fuse *100%* (not the usual one-out-of-a-thousand inspection) . . . by giving you fuses which are, of course, UNDERWRITERS' (UL) Tested . . . but most important to you because

**LITTELFUSE is the only merchandiser in the fuse business!**

FOR INSTANCE:

**LITTELFUSE FIRST AND FINEST REVOLVING FUSE DISPENSER MEANS . . .**

**CONTROL**—Makes stock inventory automatic • Makes ordering automatic  
Eliminates unnecessary shortages

**MERCHANDISING**—Order catching display • Reminds customer of fuses  
Customer sees more fuses  
Customer buys more

**PROFIT**—Regular sales • Extra sales  
Plus business • Right fuse at right time  
means more regular customers

**LITTELFUSE, INC.  
CHICAGO 40, ILL.**

**ALL-METAL FUSE  
DISPENSER BOX**

**LITTELFUSE** gives your customers the original component quality in this All-Metal Fuse Dispenser Box for Five Fuses. Dispenses one fuse at a time! No spilled fuses or lost covers! On back of every box is fuse size guide for easy check on blown fuse for proper replacement. High visibility signal green box! Easy to find when you need a fuse in a hurry! An attractive carry-a-spare package!



BURTON BROWNE ADVERTISING

#### 400—Crankshaft Grinder

The Wi-To-Co overhead crankshaft grinder, said to grind all crank throws through the cylinder hole from the top, has been introduced by Winona Tool Manufacturing Co., Winona 10, Minn.



The flywheel drive bolts on in place of the starter and drives the motor directly off the flywheel ring gear, a



## New PRODUCTS AND CATALOGS

company announcement stated. The unit has a capacity of 1 3/4" to 2 5/16" diameter and length up to 1 13/16". Crankshaft can be turned in either direction and machine can be reversed to accommodate rotation of shaft.

Want more information? Use coupon on page 125 and you'll get it!

#### 401—Channel Shim

No. 478 window channel shim for cars and trucks has been added to the line of Champ-Items, Inc., 6191 Maple Ave., St. Louis, Mo.

It is installed between the edge of the glass and old channel through the



entire length of the window. It is said to eliminate rattle of windows due to excessive wear of original channel felt.

Want more information? Use coupon on page 125 and you'll get it!

#### 402—Toe-In Gauge

A wheel-centering and toe-in gauge that mounts between front wheels and is held in place by spring tension has been introduced by Bee-Line Co., Davenport, Iowa.

Readings on both ends of gauge enable mechanic to adjust each side as required. A floor-type turning aligner, engineered to turn as the wheels of the car turn, on an off-center "kingpin" radius, has also been added to the line. It has a caster-kingpin protractor scale.

Want more information? Use coupon on page 125 and you'll get it!

#### 403—Brake Fluid

Safeway brake fluid, said to mix with all SAE-approved fluids, has been placed on the market by Universal Chemical Co., 840 Cooper St., Camden 2, N. J. It is said by the manufacturer to have an efficient operating range from 175° F. to 60° below zero.

Want more information? Use coupon on page 125 and you'll get it!

*Better Engine Performance  
and Customer Satisfaction  
Starts Here!...*



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## MARVEL MYSTERY OIL



More than thirty years of constant scientific research and experimentation by Emerol Engineers have made Marvel Mystery Oil the best specialized automotive lubricant. Marvel Mystery Oil is a must in modern high compression engines.

- Stops dry firing in upper cylinder area
- Protects rings, valves and pistons
- Quiets high compression ping
- Provides smoother engine performance

Recommend Marvel Mystery Oil and the Marvel Top Cylinder Oil. Their reputation assures you profit.

Nationally advertised in leading magazines. Ask your jobber about Emerol Products or write Dept 162.

**EMEROL MANUFACTURING CO., INC.**  
242 West 42nd St. New York 36, N. Y.

#### 404—Brake Cylinders

Rebuilt brake cylinders with the Merc-U-Lite sleeve insert are now being marketed by Mercury Brake Products Co., 1532 W. Fulton St., Chicago 7, Ill.

The sleeve is press fit into cylinder, a company announcement stated, and



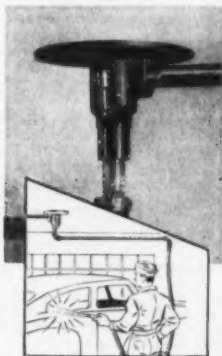
extreme pressure forms a "welded" bond between sleeve and cylinder for longer life. The units are said to be capable of withstanding 1,000-lb. pressure, or 500 lbs. more than normal braking pressure.

Want more information? Use coupon on this page and you'll get it!

#### 405—Washing Swivel

An overhead car-washing swivel, featuring an extra-heavy spindle with free-acting stainless-steel ball bearings, is now being marketed by The Zierden Co., 3815 S. Kinnickinnic Ave., Milwaukee 7, Wis.

The unit requires no take-up or adjustment of packing gland, the manu-



facturer stated. Easily-accessible oiler provides constant lubrication. Models for air, steam and gasoline are also available.

Want more information? Use coupon on this page and you'll get it!

#### 406—Tank-Door Guards

A line of guards for gasoline-tank doors, including 16 numbers to fit cars now on the road, has been introduced by Richlite Manufacturing Co., 2326 Indiana Ave., Chicago 16, Ill.

Each number is styled for correct fit with no drilling required. Made of 20-gauge steel, the guards are triple-chrome plated.

Want more information? Use coupon on this page and you'll get it!



Please send me additional information on the following New Products described in the February, 1951, issue of SOUTHERN AUTOMOTIVE JOURNAL:

No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Number and Street \_\_\_\_\_

City \_\_\_\_\_ Postal Zone \_\_\_\_\_ State \_\_\_\_\_

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806 Peachtree St., N.E., Atlanta 5, Ga.

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Send name and address  
for complete information  
without obligation.



#### 407—Valve Refacer

A redesigned De Luxe Super-Service valve refacer that will traverse grind valves from 0° to 90° has been announced by The Black & Decker Mfg. Co., Towson 4, Md.

It handles valve stems from 9/32" to 11/16" and has a valve-head capacity



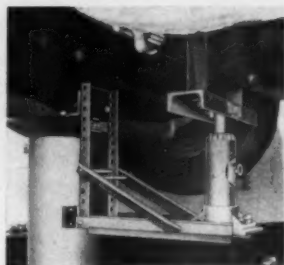
up to 4" in diameter. The wheel head is at a 20° offset, permitting traverse grinding of valve faces with different angles, including the flat type. The work head is hypoid-gear driven. The refacer is completely equipped for wet grinding. Attachments for grinding valve stems, tappets and rocker arms are supplied as standard equipment.

Want more information? Use coupon on page 125 and you'll get it!

#### 408—Motor Support

A motor support for use on its line of twin-post lifts and other two-post lifts is now being produced by Weaver Manufacturing Co., Springfield, Ill.

The bracket, supporting a 1,500-lb.-



capacity hydraulic jack, has 13" fore and aft adjustment of sliding jack base. Sideways adjustment of motor pan contact channels is from 6 1/4" to 12 3/16". The support is said to speed removal and replacement of transmissions and rear motor mountings.

Want more information? Use coupon on page 125 and you'll get it!

#### 409—Radiator Seal

A radiator seal that is said to clean the system and at the same time repair leaks in radiators and cracks in motor blocks has been announced by Lusco, Inc., 5915 Bonna, Cleveland 3, Ohio.

The seal is a resinous-base product containing a chemical for repairing leaks directly into the combustion chamber, a company announcement said. It is said not to clog the circulating system. It is sold in 4 oz., 8 oz. and gallon cans.

Want more information? Use coupon on page 125 and you'll get it!

#### 410—Cleaner Catalog

A catalog describing its radiator and water cleaner for cars, trucks and buses has been issued by Fram Corp., Providence 16, R. I. The cleaner has a replaceable cartridge to filter and soften coolant.

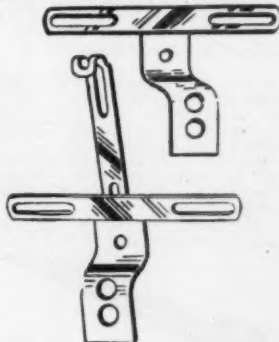
Want more information? Use coupon on page 125 and you'll get it!

#### 411—License Bracket

License-plate mounting brackets, said to fit all cars, have been added to the line of Cello Products Co., 161 Prescott St., East Boston, Mass.

The brackets are available in two styles, with or without anti-rattle clip. Both are finished in either black baked enamel or chromium plate.

Want more information? Use coupon on page 125 and you'll get it!

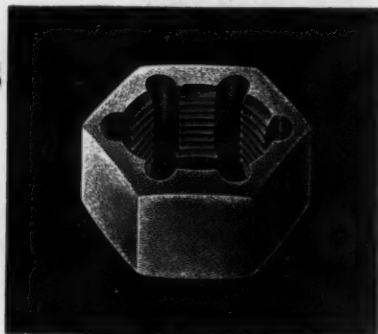


## Herbrand's TOOL-OF-THE-MONTH Thread Restorer



Kit contains a complete set of eight sizes... S.A.E. 1/4", 5/16", 3/8", 7/8", 1 1/2", 1 3/4", 1 7/8", 2"

See the Thread Restorer on the Tool-of-the-Month display board at your Herbrand distributor or write us.



These new dies restore threads quickly on any battered, damaged or rusted bolt, stud or shaft... just run on and off and thread is restored. Each die is the same size as the matching nut. No special holder or tool required... uses regular wrench or socket.

The Herbrand Thread Restorer is *not* oversize — it chases out the damaged thread but does not recut the good thread.

Comes complete in attractive kit of 8 sizes from 1/4" to 2" S.A.E. thread. They are accurately machined, heat treated and hardened to do a perfect job.

mechanic's net \$3.50 per set



Herbrand Tools, Fremont 8, Ohio

#### 412—Arm Rest

An arm rest for use on the seat beside the driver or passengers has been announced by Kar-Venience Manufacturing Co., Inc., 863 N. E. 79th St., Miami 38, Fla.

The inside of the arm rest is fitted with pockets to hold salesmen's ma-



nuals and forms, ladies' cosmetics, picnic lunches or other items. Designed primarily as an arm rest, the unit can be used for a child's seat also. It is available in red, blue or green alligator-type finish, with a removable handle.

Want more information? Use coupon on page 125 and you'll get it!

#### 413—Transfer Pump

A high-speed, air-operated transfer pump, said to transfer fluids at 22 gallons a minute, has been added to the line of Lincoln Engineering Co., 5708 Natural Bridge Ave., St. Louis 20, Mo.

Model 82230 fits 2" opening drums. It has a built-in, disc-type, precision-flow regulator to permit fingertip regulation of volume of output. Of steel construction, it weighs 18 lbs. It is said by the manufacturer to empty a 55-gallon drum of SAE 30 oil in slightly over two minutes.

Want more information? Use coupon on page 125 and you'll get it!



#### 414—Shading Chart

A chart showing how to tint and shade factory-matched automobile colors to compensate for weathering or color drifting of original standards has been issued by the Automotive Finishes Division, Martin-Senour Co., 2520 S. Quarry St., Chicago, Ill.

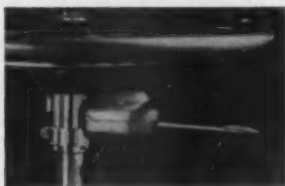
The chart enables a refinisher to see at a glance what should be added to make a color lighter, darker, redder, greener, yellower, bluer, grayer, browner or brighter, a company announcement stated. Further simplification and exactness is aided by the printing of the precise formula for any given color on the can in which it is contained.

A second chart shows how to tint metallic lacquer colors. It tells how to maintain brightness and transparent cast of late metallic colors while matching the weathered-out appearance and shading.

Want more information? Use coupon on page 125 and you'll get it!

#### 415—Turn-Signal Switch

A self-canceling switch is available in its turn-signal conversion kit, it has been announced by Yankee Metal Products Corp., Norwalk, Conn. The lever flashes the turn signals on



with a flick of the finger, then turns flasher off after turn is made. The heavy die-cast body of the switch is gunmetal-gray baked enamel. The switch is contained in a kit that also includes flasher, sockets for parking-light conversion and double-filament bulbs and other parts.

Want more information? Use coupon on page 125 and you'll get it!

#### 416—Handbook Almanac

The 1951 edition of its Farmer's Handbook and Almanac has been issued by The B. F. Goodrich Co., 500 Main St., Akron, Ohio.

Want more information? Use coupon on page 125 and you'll get it!



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For  
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# TURNER

Manufacturing Co.

KOKOMO, INDIANA, U.S.A.





#### 417—Polish-Cleaner

A "siliconized" automobile polish and cleaner has been announced by Mc-Aleer Manufacturing Division, Higbie Manufacturing Co., 4th & Water, Rochester, Mich. It is packaged in pint cans.

Want more information? Use coupon on page 125 and you'll get it!

#### 418—Shock Catalog

An eight-page shock-absorber specification catalog, containing alphabetical and numerical listings on shock absorbers for passenger cars, has been issued by Monroe Auto Equipment Co., Monroe, Mich. While containing all

essential information, the catalog holds weight and number of pages to a minimum for convenience. A separate sales and service manual has also been issued.

Want more information? Use coupon on page 125 and you'll get it!

#### 419—Aluminum Paint

Heat-resistant aluminum paint, said to be capable of withstanding temperatures up to 1,700° F., has been announced by Speco, Inc., 7308 Associate Ave., Cleveland 9, Ohio.

Heat-Rem H-170, as it is called, uses a silicone base. It sets in four hours and dries overnight on hot surfaces, a company announcement stated. It forms a bright, elastic finish that is recom-

mended by the manufacturer for engine heads, mufflers, radiators, exhaust manifolds and similar applications.

Want more information? Use coupon on page 125 and you'll get it!

#### 420—Tube Patch

The "Filler Tab" Sizzle patch for repairing large inner-tube injuries has been announced by Better Monkey Grip Co., P. O. Box 6170, Dallas 2, Texas.

Extra rubber to plug the holes is on the patch itself, saving the operator



considerable time, a company announcement stated. An illustrated leaflet, packed with each carton of patches, shows how to trim cuts and splits and plug round holes with rubber tabs.

Want more information? Use coupon on page 125 and you'll get it!

#### 421—Fuel System Booklet

A 12-page booklet on troubles in the automotive fuel system, diagramming the fuel system of the average car, has been issued by Cristy Chemical Corp., Worcester 4, Mass. Each piece of equipment is identified and described.

Want more information? Use coupon on page 125 and you'll get it!

#### 422—Hydraulic Jacks

The Imperial line of hydraulic jacks of both the bumper and the axle types has been announced by Vulcan Manufacturing Co., Inc., Winona, Minn.

The Ace-Hy model has two-point universal bumper hook that is said to fit all makes. The Royal model bumper jack is of the sleeve-action type without handles or levers. The axle jack has sleeve action and telescope lift with an extension screw. The ball-bearing tripod Saf-T-Lift, illustrated, is also available.

Want more information? Use coupon on page 125 and you'll get it!



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- C. No. 261 (chrome finish)
- D. No. 350 (gold finish)
- E. No. 371 (chrome finish)

**ALL AUTOGRAMS** are available in two or three initials, in gold or chrome finish.

#### 423—Car Visor

Model V25 visor, in pearl-gray hamerloid enamel with a lustrous aluminum leading edge, has been added to the line of Casco Products Corp., 512 Hancock Ave., Bridgeport 2, Conn.

Finish is infra-red baked for durability but can be repainted if color-



match is desired. One model is said to fit 90 per cent of passenger cars. Special brackets for mounting visor on cars without windshield-post drip moldings or without center windshield dividers are available.

Want more information? Use coupon on page 125 and you'll get it!

#### 424—Bearing Catalog

A revised and enlarged catalog on its line of engine bearings has been issued by Johnson Bronze Co., New Castle, Pa. The 68-page booklet contains application data for cars, trucks and tractors, interchange information and numerical lists of bearings.

Want more information? Use coupon on page 125 and you'll get it!

#### 425—Screwdriver

The Fits-All screwdriver, featuring a reversible bit that fits three types of screw slots, has been introduced by K-D Manufacturing Co., Lancaster, Pa.

One end is said to fit Phillips-head and Reed and Prince screwheads, Nos.



0 to 10. Opposite end has a 3/16" wide bit for slotted screws. Fluted brass handle contains three smaller sizes of standard blades.

Want more information? Use coupon on page 125 and you'll get it!

#### 426—Compressor Catalog

Catalog 200 on its line of air compressors for automotive use has been issued by Quincy Compressor Co., Quincy, Ill. Included are illustrations and specifications on single-stage, two-stage and vertical-tank models. Two new models are shown: the F-325 with capacities up to 25 c.f.m. and the F-390 with capacities up to 90 c.f.m.

Want more information? Use coupon on page 125 and you'll get it!

#### 427—Door Vent

A pressure-vent device that permits interior car pressures to be released so that doors will close easily has been announced by the Cundiff Manufacturing Co., Saybrook, Ill.

The Pressur-Vent, as it is called, is said to stop slamming of doors, reduce wear and lessen the danger of insecure door that might come open.

Want more information? Use coupon on page 125 and you'll get it!

#### 428—Wheel Weights

Seven types of wheel weights for 51 models of vehicles are available from Mid-Western Auto Parts, Kokomo, Ind.



Snugl weights have a spring clip dovetailed on inside and outside of the lead.

Want more information? Use coupon on page 125 and you'll get it!

#### 429—Tool Catalog

A catalog on its line of 360-cycle and 180-cycle portable electric tools has been issued by Buckeye Tools Corp., 29 W. Apple St., Dayton, Ohio.

Want more information? Use coupon on page 125 and you'll get it!

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- Ignition parts
- carburetor kits
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# HELPFUL BOOKLETS FREE

**101. WHITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6**—Gives full information on Curtis Air Compressor, Curtis Car Washers, and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1958 Kielen Avenue, St. Louis 20, Mo.

**102. TWELVE PAGE BOOKLET IN COLOR** illustrating two specialized materials for ODOR CONTROL in industrial house-keeping and plant sanitation work. Oakite Products, Inc. 22 Thames St., New York 6, N. Y.

**104. FACTS ABOUT SPARK PLUGS AND ENGINES**—To say that spark plugs are alike today, and that it doesn't make much difference which you buy is misleading facts. The purpose of this booklet is to give you facts—to show you how vitally important good spark plugs are to efficient operation. Champion Spark Plug Co., 900 Union St., Toledo 1, Ohio.

**105. AIR BRAKE BULLETIN**—Discusses the three Wagner Air Brake Systems, with schematic diagrams. Principle of Wagner Rotary Compressor fully explained with cross-section drawings and photographs. Give construction and performance characteristics. Ask for KU-55-B. Wagner Electric Corporation, 6864 Plymouth Avenue, St. Louis 14, Missouri.

**106. ATTRACTIVE FOUR PAGE FOLDER** showing specifications for several models of Oakite solution—lifting steam guns. Includes all purpose, heavy duty and with high pressure air or steam. Oakite Products, Inc., 22 Thames Street, New York 6, N. Y.

**109. AMMCO HONING, ENGINE REBUILDING, AND BRAKE SERVICE EQUIPMENT**—Catalog page describing the Ammco line of Honing Machines, Brake Gages, Brake Shoe Grinders, Brake Drum Micrometers, Brake Piston Injectors, Connecting Rod Aligners, Line Boring Machines, Ridge Reamers, Portable Coolant Units and Tension Indicators. Ammco Tools, Inc. 2110 Commonwealth Avenue, North Chicago, Illinois.

**115. THREE SERVICE MANUALS** covering service operations on International Trucks, Diamond T trucks, and Four Wheel Drive Trucks. Illustrates tools in action. Owatonna Tool Co., Owatonna, Minn.

**119. RAMCO SERVICE MANUAL**—4th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramco Corp., 5850 Forest Park Blvd., St. Louis 8, Mo.

**120. PERMATAX TOON-OYL** is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdowns. Permatax Co., 1720 Avenue Y, Brooklyn, N. Y.

**124. MCCORD RADIATOR-CORE CATALOG**—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Michigan.

**125. STANDARD DUTY GENERATOR REGULATORS**—A 16-page 8 1/2 x 11 inch

booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

**131. BURD HANDY HANDBOOK FOR MECHANICS**—Information on piston ring installation; also "No Job for a Dub" for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

**132. CATALOG NO. 40E**—Andrews Precision Products. Complete line of ignition and automotive electrical replacement parts for all model cars and trucks. Andrews Mfg. Co., 924 South Theresa Avenue, St. Louis 3, Mo.

**133. CATALOG NO. 500P**—Featuring the 100 popular Champ-Items Reconditioning short cuts for all makes of cars. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

**134. STREAMLINER CATALOG**—Makes servicing easier on front end parts. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

**136. MCCORD MUFFLER CATALOG**—Contains a complete listing of mufflers, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Mich.

**141. THE FULL POWER STORY** and Catalog of Moog X-Pins Piston Rings for motor reconditioning. Moog Piston Ring Co., St. Louis 14, Mo.

**142. CATALOG NO 49-C**—Automotive wire and cable products backed by Guaranteed Customer Satisfaction since 1921. Andrews Mfg. Co., 924 South Theresa Ave., St. Louis 3, Mo.

**144. AUTOMOTIVE SERVICEMEN'S HANDY HAND BOOK**—A simplified reference book for the operation, checking, tune-up and repair of auto, truck, and tractor engines. Burd Piston Ring Company, Rockford, Ill.

**149. PAMPHLET DESCRIBING UNIT CONSTRUCTION** of Drive Shaft Bushing and Seal Assemblies, Housing Repair Kits, Repair Units, Transmission Case Ball Seats for Chevrolet cars, pick-ups and most GMC pickups. National Machine Works, P. O. Box 4365, Oklahoma City 9, Oklahoma.

**150. VAN NORMAN CONDENSED CATALOG**—A complete and concise manual covering all heavy duty shop equipment for the jobber shop, the independent garage shop or the car dealer shop. Van Norman Company, Automotive and Aircraft Equipment Division Springfield 7, Mass.

**161. WHIZ CATALOG NO. 48-C**—Describes the complete line of Whiz Automotive Chemicals designed to make cars run better and look better. R. M. Hollingshead Corp., 840 Cooper St., Camden, New Jersey; Toronto, Canada.

**164. AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS**—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog AX64. Airtex Automotive Division, Inc., Fairfield, Ill.

**175. HOW TO MAKE MORE MONEY REBUILDING CARBURETORS**—Describes, for the first time, how an average mechanic can become a carburetor expert in one week, with the revolutionary "Hygrade, Engine System of Carburetor Rebuilding." Tells how he can earn an extra \$2.75 per carburetor and shop 25% off work time. Hygrade Products Division, Standard Motor Products, Inc., Long Island City 1, N. Y.

**185. SERVICE MANUAL FOR THE DOCTOR OF MOTORS**—A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Ind.

**186. BATTERY SERVICE MANUAL**—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 931, Toledo, Ohio.

**193. WIRE & CABLE CATALOG**—A 24 page catalog covering every automotive use of electric wire and cable, complete with specification data—Electric Auto-Lite Company, Merchandising Division, Champlain & Chestnut St., Toledo 1, Ohio.

**197. SPARK PLUGS**—Complete specification catalog including 1950 applications—specification wall chart for passenger cars to 1950 with pocket for revised "Plus-Chart" indicator and data book also available. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Company, Merchandising Division, Champlain Chestnut St., Toledo 1, Ohio.

**202. TECHNICAL MANUAL**—Complete reference and technical manual. Over a hundred pages of detailed reference on engine repair and specifications. Koppers Company, Inc., Piston Ring Division, P. O. Box 626, Baltimore 3, Maryland.

**203. POROUS CHROME PISTON RINGS**—A 4-page folder answering pertinent questions concerning Porous Chrome—the newest development in piston rings. Koppers Company, Inc., Piston Ring Division, P. O. Box 626 Baltimore 3, Maryland.

**204. AMERICAN HAMMERED PISTON RINGS**—A five color descriptive catalog covering American Hammered Piston Rings and Koetherizing. Included with current specification catalog giving list prices of available sets. Koppers Company, Inc., Piston Ring Division, P. O. Box 626, Baltimore 3, Maryland.

**216. "BEHIND THE SCENES"**—Facts and figures on how heavy duty Ignition Parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. STANDARD MOTOR PRODUCTS, Inc., Long Island City 1, N. Y.

**229. VALVE SERVICE MANUAL NO. 150** with up to date information on motors, special emphasis on valve assembly and disassembly. K.D. Manufacturing Co., Lancaster, Pa.

**235. UNITED STATES ELECTRICAL TOOLS**—A complete catalog of 72 pages fully illustrated with photographs of portable, bench and floor electric tools comprising drills, buffers, grinders, sanders, polishers, heat guns, hole saws, screw drivers, surfacers, valve seat grinders and sets, tappers etc. United States Electrical Tool Co., 1050 Findlay, Cincinnati 14, Ohio.

**250. CATALOG NO. 50-G** describes our complete line of generator and starter motors. Complete car application data is included in this booklet for all passenger cars and popular trucks through 1950. Arrow Armatures Co., 15 Fordham Road, Boston 24, Mass.

**257. RUBBER PRODUCTS**—A condensed catalog designed for parts reference just released. It contains handy simplified

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described

in the February, 1951 issue of SOUTHERN AUTOMOTIVE JOURNAL.

Name

Position

Company

Number and Street

City

State

Tear out and mail to Southern Automotive Journal, 806 Peachtree St. N.E., Atlanta 3, Ga.



identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushes. Anchor Rubber Products Co., 1724 London Ave., Cleveland 12, Ohio.

**229. "SALES CLINCHER" FOLDER**—This booklet shows why every highway driver is a prospect for Buell Air Horns and how you can sell them. Answers every objection made to air horns and tells how Buell overcomes them. Buell Mfg. Co., 923 W. 49th Place, Chicago 6, Illinois.

**230. FACTS ABOUT IGNITION CONTACTS**—This booklet tells how design, materials, fabrication methods and manufacturing precision affects the function of this vital electrical part. Many hints on the curing of ignition ills are given. Write Ekhlin Mfg. Co., 242 East St., New Haven 8, Conn.

**231. OIL FILTER MERCHANDISER**—Those Extra Dollars and how to get them in your filter service sales. All the facts on new Wix sales tools. . . . The Cabinet Merchandiser and Wix Director. Wix Accessories Corp., Gastonia, N. C.

**232. HAND TOOL CATALOG No. 17M**—30 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. New Britain Machine Company, New Britain, Conn.

**237. AUTOMOTIVE BEARINGS**—Catalog 46-CB—a 44 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., New Castle, Pa.

**279. WHAT YOU SHOULD KNOW ABOUT COOLING SYSTEMS**—What you should do to help your customers—the inside story of engine cooling—cooling system trouble—what to do when engine overheats—how to sell cooling service—these topics fully covered in a four color 16 page booklet by Warner-Patterson Co., 20 S. Michigan Avenue, Chicago 5, Ill.

**274. BRAKE LINING BONDING**—A 6-page bulletin compiled to satisfy the need for complete, up-to-date information on bonding of lining to brake shoes. Asbestos Mfg. Co., Dept. E. N., Huntington, Ind.

**277. ELECTRICAL SWITCHES**—The 1948 Cole-Hershe line consists of automotive switches, truck and trailer connectors, accessories and miscellaneous automotive electrical equipment. Address Cole-Hershe Company, 29 Old Colony Avenue, Boston 27, Mass.

**279. COLD SOLDER USED FOR BODY REPAIR**—An attractive folder describing the uses in the body repair shop of the new KWIKMETAL Cold Solder. Folder describes the fool-proof uses of the new metal filler that applies like putty and hardens almost immediately into metal. Atomized Materials Company, Inc., Magee Building, Pittsburgh, Pa.

**280. THE ABC'S OF SELLING SHOCK ABSORBERS**—A 20 page, pocket-size "bram tactics" guide to shock absorber sales. Brief, humorously illustrated and down-to-earth. It gives full facts on shock inspection, selling techniques and important data on Briggs Shocks with patented piston and new G-Ring Seal. The Shock Absorber Company, Division of The Gabriel Company, Cleveland 3, Ohio.

**285. CASTOMATIC BAR SOLDER**—Attractive blotter with 24 page booklet attached explains Castomatic Bar Solder in picture caption style emphasizing stated superiority of Castomatic bars over hand-cast bars because of automatic production method. Federated Metals Division, 120 Broadway, New York 6, N. Y.

**234. NEW 1949 BRAKE LINING CATALOG** simplified and condensed with alphabetical listings of cars, trucks, buses and taxi cabs. Data also includes part numbers, prices covering Blue Ribbon Grooved sets, as well as Standard Sets & Rols table attached. GATKE CORPORATION, 228 N. LaSalle St., Chicago, Ill.

**237. FREE SOLDER LITERATURE**—A four page folder, "Some Properties of Soft Solder," offered gratis. Included are facts which will enable the reader to choose better the solder suited to his work at hand—melting point data, tables on joint strengths, sustained load values, etc. Write FEDERATED METALS DIVISION, American Smelting and Refining Company, 180 Broadway, New York 6, N. Y.

**236. AIR IMPACT TOOLS**—Full details and prices on these new air tools. Bulletin #11 for capacities to 1/2". Bulletin 2096 for heavy jobs such as Thompson U-Bolts, tractor treaders, etc. Chicago Pneumatic Tool Co., 6 East 44th Street, New York 17, N. Y.

**300. THE RICHLITE MFG. CO.** has available for distribution a colorful and fully illus-

trated 20 page catalog of exhaust defectors, rear view mirrors, inside door handles and many other quality automotive accessories and parts. Richlite Mfg. Co., 2326 Indiana Avenue, Chicago 16, Illinois.

**301. BONDING VS. RIVETING**. Four page bulletin listing the advantages and disadvantages of bonding in comparison with riveting. Includes a list of bonding materials. GATKE CORPORATION, 228 North La Salle Street, Chicago 1, Illinois.

**304. ILLUSTRATED FOUR-PAGE COLOR FOLDER**—Showing the operation and construction features of the new Storm-Vulcan Torque Blast, a parts and motor block cleaner, with handy specification table. Storm-Vulcan, Inc., 2504 Commerce Street, Dallas, Texas.

**305. MICROFINISHING INCREASES BEARING LIFE**—A new service booklet, "Stop Bearing Failures," for the benefit of users of reconditioned crankshafts. Booklet clearly shows the cause of most early bearing failures, and how Microfinishing prevents them, also lengthens bearing life. Storm-Vulcan, Inc., 2504 Commerce Street, Dallas, Texas.

**306. BOOKLET OUTLINING 31 STEP METHOD OF APPEARANCE RECONDITIONING** for used cars and trucks both interior and exterior for that NEW LOOK. E. M. Hollingshead Corp., 140 Cooper Street, Camden 2, N. J.

**309. OIL FILTER & REFILL, RAPID REFERENCE CATALOG** has easy-to-use Replacement Chart which alphabetically lists makes of cars and cross-indexes makes of filters for cars, trucks, buses and tractors. Illustrates and describes Champ Multi-Screen and Standard Refills, plus retailer promotional helps. Champion Laboratories, Inc., Catalog Dept., 122 Charles St., Meriden, Conn.

**314. NEW 1949 ISSUE BRAKE PARTS CATALOG**—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as 60x6x1 bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6400 Plymouth Avenue, St. Louis 14, Mo.

**315. BETTER IGNITION** by Delco-Remy—16-page, 8 1/2 x 11 inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand their service ignition equipment. Delco-Remy Service Department, Anderson, Indiana.

**316. CHAMOIS AND SPONGES**—Catalog containing information about Chamois and Sponges for heavy duty and continuous use or cheap for resale to occasional users. All types; also wool wash mitts. Leont-Chevalier, Bug Schreder and Tremayne, Inc., 1711 Delmar Blvd., St. Louis 3, Missouri.

**318. SMITH'S MUFFLER CATALOG**—Contains factual Dynamometer, Horse Power, Back Pressure and Mileage charts also complete listing Single Custom Built Replacement Mufflers for all cars and Dual Exhaust Systems for V Type Motors. Smith's Muffler Mfg. Co., 1716-18 N. Main St., Los Angeles 12, Calif.

**326. NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT** features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesmen's catalogs. Storm-Vulcan, Inc., 2504 Commerce St., Dallas, Texas.

**331. COMPLETE CATALOG DATA BOOK ON SPRAY PAINTING**—Binks Catalog 101 is packed with 34 pages of spray painting equipment. . . . everything required for automotive refinishing. . . . spray guns, spray booths, air compressors, complete outfits, extractors, respirators, hose and accessories. Also car washing guns, dusting and cleaning guns. Binks Mfg. Co., 3136 Carroll Ave., Chicago 12, Ill.

**332. NEW 31 PAGE CATALOG** of lighting and reflecting equipment is now available upon request. Do-Ray Lamp Co., 1458 S. Michigan Avenue, Chicago 5, Ill.

**333. BRAKE LINING**—A new 18 page condensed catalog together with comprehensive dealer wall chart listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are also both for riveted and for bonded lining. World Beston Corp., P. O. Box 346, New Castle, Ind.

**324. ATTRACTIVE FOUR PAGE CATALOG** featuring method of operation of the new Waverash Automatic Jet Car Washer. Phillips Pump & Tank Co., 1433 State Ave., Cincinnati 4, Ohio.

**325. FREE CATALOG BULLETIN** describing and illustrating in color the four products in the AGS line Door-Ease Stainless Steel Lubricant—used for lubricating car door fittings; Door-Ease Driplene Oil—for body squeaks, hinges, brake fittings; BuGlyde Rubber Lubricant—removes squeaks from rubber parts and fittings; Lubricant; Lock-Ease—Graphited Lock Fluid makes locks work easier, guards against rust and wear. AMERICAN GREASE STICK CO., Muskegon, Michigan.

**326. CARSMETICS 8 PAGE COLOR FOLDER** explaining appearance Reconditioning of used cars and trucks for automobile dealers—a planned and approved method of procedure as prepared by—R. M. Hollingshead Corp., Camden, N. J.

**327. SIGNAL-STAT CATALOG AND INSTALLATION INSTRUCTIONS** describes and illustrates Signifire Switch and complete line of Signal-Stat Directional Signal and Safety Equipment for passenger cars, trucks and buses. Signal-Stat Corporation, Kent Avenue, Brooklyn 11, N. Y.

**329. SOLDERLESS TERMINAL SERVICE KITS** for both primary and spark plug wiring are described in the Lynn Lightning Terminal Catalog. Vaco Products Co., 317 E. Ontario St., Chicago 11, Illinois.

**332. GLASS INSTALLATION MANUAL** containing 22 pages and 70 illustrations for installation of curved safety plate windshields and TUV-FLEX plate glass backlights. Libbey-Owens-Ford Glass Company, Toledo 2, Ohio.

**333. SCREWDRIVER HANDBOOK-CATALOG** covering over 300 different types and sizes of plastic handle screwdrivers. Contains complete screw reference charts and other important data. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

**334.** "City/Engineered Lubrication Departments" A 32-page booklet describing as it illustrates various line lubrication departments and the combination of equipment for most efficient and economical operation dependent on available floor space. Lincoln Engineering Company, 8708 Natural Bridge Avenue, St. Louis 20, Missouri.

**335. POWER AND MANUAL LUBRICATION IN THE FIELD** fully described in Lincoln Engineering Company's new catalog No. 74. Catalog contains all newest types of grease guns, fittings and accessories for fast, clean, economical lubrication of farm machinery. Lincoln Engineering Company, 8708 Natural Bridge Avenue, St. Louis 20, Missouri.

**336. NEW FILKO IGNITION PARTS CATALOG**—Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F. & B. Mfg. Co., 4248 W. Chicago Avenue, Chicago 31, Ill.

**338. DIRECTION SIGNAL SYSTEMS GUIDE** showing step by step procedure in servicing direction signal systems. Includes circuit diagram as well as TUNG-SOL flasher unit replacement chart. TUNG-SOL Lamp Works, Inc., Newark 4, N. J.

**339. COMPRESSOR BOOKLET** containing twenty-four pages analyzing the features embodied in the construction of equipment used and correctness of the related design. Booklet features two stage ball or roller bearings, single stage ball or roller bearing, two stage automatic, single stage automatic as well as compressor for paint spraying or washers and other related equipment. Champion Pneumatic Machinery Co., 825 North Pleasant Street, Princeton, Illinois.

**339. RADIATOR AND WATER CLEANER**—catalog describing new radiator and water cleaner. Unit easy to install, priced economically, two models for cars, trucks and buses. Cartridge easily and quickly changed. Fram Corporation, Providence 16, R. I.

**341. SERVICE MANUAL FOR AUTOMATIC TRANSMISSIONS**—Details and illustrations for checking level and changing fluid on Hydra-Matic, Dynaflo, Power glide, Ultramatic, Chrysler Field Drive and Hudson Wet Clutch. The Bell Co., Inc., 411 N. Wolcott Avenue, Chicago 22, Illinois.



It was the "Greatest Show on Earth," so far as Lander Motors, Inc., was concerned when the Dodge was shown to the public Jan. 20 in Atlanta, Ga. The two thousand balloons soon gave out and an emergency supply was located; the popcorn and cotton candy vendors (picture at right) did a fast (and free) busi-

ness on the sidewalk outside the showroom entrance. Sawdust on the tile floor, a mechanical horse in one corner for the kids and the loud-color suits worn by company representatives helped create atmosphere strictly a la Barnum and Bailey. Canopies and circus-like music helped to attract many passersby.

## News Briefs

(Continued from page 59)

and I have met socially—or in a business way—disliked us, I think we'd feel that we needed a refresher course in "how to make friends and influence people." We might even develop an inferiority complex. Still, we car dealers of this country feel completely at ease about the fact that we can't

induce 50 per cent of the car owners who have bought cars from us, to come back to us for service.

This unhappy situation, in my humble opinion, results from the approach we have made toward trying to increase our service business. The entire concept of service selling has, in my mind, been exactly backwards! It's cockeyed!

We have been urged to establish customer-labor sales quotas. And to support this we have made bonus arrangements as well as commission schedules for our service personnel. This we do in an effort to have them succeed in reaching these quotas.

What happens? Simply this: Customers have been over-sold with the resultant loss of confidence in our service establishments. They have indicated their displeasure with our methods by taking their business elsewhere.

It will take a long time to remedy the damage that has been done. But this can be accomplished, if, instead of setting customer-labor sales quotas, we will establish quotas for the number of repair orders written. This will prompt our service personnel to sell only what is necessary and useful to each customer. At the same time, it will encourage a far greater number of cars to pass through our service department.

We have all experienced the

example of the owner who brought his car to our service department for a simple lubrication job and ended with a repair bill of \$43.26, or more. When the subject has been discussed with the disgruntled owner, he admits that the charge for each individual operation is reasonable and in line. His entire complaint concerns the fact that "Every time I bring my car into this place, you empty my pocketbook." Yes, this condition has been the cause of eliminating 50 to 70 per cent of our potential service business.

The method we have been using is wrong! It is too closely related to the dismal, dreary, outmoded days of "Get all the traffic will bear."

What we need is the establishment of a policy in our service departments which will guarantee to every owner that he will not be given the "barber-shop" treatment every time his car crosses our threshold. Let's have the customer tell us what he wants, and then give him that—and nothing more. If additional service is necessary, then tell him at the time he takes delivery of his car, or better still, call him on the phone the following day when he will feel that you have not been guilty of entrapment.

It is my opinion that an increase in service business would be a natural result of the curtailment

## Stands Alone

—Has no Equal



The original liquid metallic preparation for repairing cracked engine blocks, cylinders and valve parts.

**MILLER MANUFACTURING CO.**

Dept. SA

Camden 5, N. J.

of new-car production. Therefore, the great problem confronting the dealer today is not so much the promotion of service business as it is the improvement of his methods, the enlargement of his facilities and the training of manpower.

With the need for transportation becoming more apparent every day, and the population of the country increasing each year, with the decentralization of population becoming more prevalent, then there can be little doubt that we have not yet reached the saturation point in so far as new car and truck sales are concerned. It seems to me to follow naturally that the automotive business will be a good business as long as any business in the United States can be considered good.

#### **Listing Our Assets**

Sometimes we car dealers—along with the rest of the world—get confused. Our sense of values becomes mixed up. We list our assets . . . and place at the top of the list "cash on hand and in bank." Then we list new and used cars, parts and accessories, equipment, buildings, real estate, etc.

It all sounds very wonderful and exciting, and it gives us a sense of security just to read the figures. We are justly proud of our progress.

So often we do not, or will not, recognize the simple fact that none of our material assets would be of lasting value without customers. Yes, customers are the real and most valuable asset of any business. I never cease to be amazed at the fact that most automobile dealers will assign the control of their most valuable asset, customers, to a stenographer or office clerk in their service department. Surely this type of employee would not be charged with the responsibility for control of any of our other assets, and yet, without thinking, we place in their unskilled and untrained hands the supervision of an intangible asset which dwarfs every other possession in importance.

It is high time that we automobile dealers recognize the error of our ways and elevate our customer relations to a position in our business where it is recognized as equally important as the management of sales, service, used cars or any other depart-

ment of our establishments. Yes, customer relations is an executive function and never should be directed from the service department. It is my opinion that when dealers make up their minds to make customer satisfaction their own private concern, then the future of their operations is assured.

The years ahead can be good years . . . if we have faith.

We car dealers of America must have faith in ourselves, in our inherent decency and integrity, and in our everlasting ability to hold the line against the drift towards sordid, inhuman Godlessness. We must reclaim and relive the decent, undying creed of our fathers. This, is good business.

#### **Military Trucks Start Down Dodge Lines**

**D**ODGE Division last month began production of its current orders for more than \$92,000,000 worth of military trucks on the same assembly lines with trucks being built for civilian use, L. L. Colbert, president of the division and of Chrysler Corp., announced.

Four types of military vehicles are now on order with the division. The M-37 cargo vehicle, a four-wheel-drive unit, was the first to go into production, on the same line as the Dodge Route-Van delivery truck.

#### **Ultramatic Level Is High**

Five of every six Packards shipped last year were equipped with Ultramatic transmissions, Karl M. Greiner, vice-president and gen-

#### **"Demonstration" Ride? It's Not for Him!**

It was one time Don McKay, Chrysler dealer at Gulfport, Miss., was absolutely opposed to providing a "demonstration" ride and considers himself lucky to have gotten out of giving one.

Thieves attempted to drive a display model Chrysler out of his showroom. The car was in front of the door and the door had been sprung when something scared the thieves away at night.

eral sales manager, reported. Nearly 84 per cent of all models during the calendar year had the drive. In the 1951 "300" and preceding comparable model, the ratio exceeded 96 per cent of deliveries to the field.

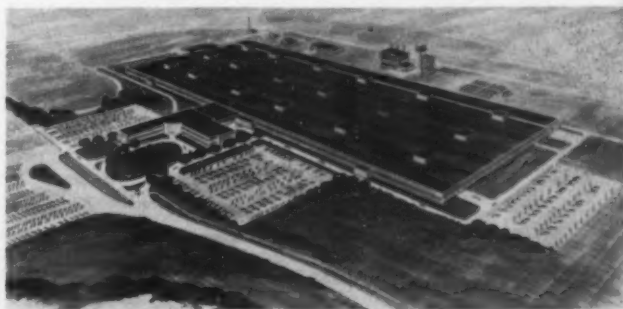
#### **Galles Dies in Albuquerque**

Herbert L. Galles, president of New Mexico Automotive Dealers Association and NADA director for New Mexico, died Jan. 25 at his home in Albuquerque after a heart attack. He was a former NADA regional vice-president.

#### **Murphy Heads Contracts**

John J. Murphy is now in charge of the Washington, D. C., office of Hudson Motor Car Co.'s government-contracts department. He formerly was international representative for Avco Mfg. Co.

This architect's drawing of Ford's plant at Kansas City was released late last month. One of the largest plants in the division, it will have a capacity of 700 cars and trucks daily and will employ about 3,000 persons. Operations are scheduled for early 1952.





The 1951 NADA officers, elected at Miami last month, are (l. to r.): Turner Summers, Louisville, Ky., treasurer; J. Saxton Lloyd, Daytona Beach, Fla., first vice-president; President R. D. McKay, Wichita, Kan., and Frederick Sutter, Columbus, Ind., secretary.

## Southern Turnout Swells NADA Audience to Peak

A RECORD attendance of 11,061 persons, including 5,072 dealers and 3,726 ladies, was chalked up at the convention of the National Automobile Dealers Association at Miami Beach, Fla., last month at which one Southerner was elevated to the presidency to succeed another.

The attendance contrasted with 8,700 at the 1950 meeting at Atlantic City, N. J.

R. D. McKay, of R. D. McKay Motor Co., Inc. (Chrysler-Plymouth), Wichita, Kan., became president, succeeding Fred L. Haller of Washington, D. C. J. Saxton Lloyd, Buick-Cadillac dealer of Daytona Beach, Fla., was elected vice-president, putting him in line under usual association procedure for elevation to the presidency when the next convention is held at New York early in 1952. Tentative plans call for the 1953 meeting to be at San Francisco.

Great numbers of Southerners turned out for the four-day convention and the program was heavily sprinkled with their participation in clinics.

Exhibitors, nearly 100, generally reported exceptionally fine results, with most of them registering heavy sales of equipment purchased, some buyers admitted,

against expectations that growing metal shortages would affect the availability of most equipment and that prices might be higher later.

A cold wave blew in midway the convention, upsetting many visitors' anticipations that strictly summer attire would be sufficient. The temperature dropped to around freezing in Miami suburbs and unheated hotels became distinctly unpopular. Some dealers had to resort to makeshift means of keeping warm, while a few ladies produced fur coats.

Fred Sutter of Columbus, Ind., was elected secretary of NADA and Turner A. Summers of Summers-Herrmann, Inc., Ford dealership of Louisville, Ky., was named treasurer.

A breakdown of attendance figures supplied by Ray Chamberlain, convention manager, showed: dealers, 5,072; ladies, 3,726; exhibitors, 1,750; guests, 441; press, 72.

Haller was applauded vigorously when he announced that while previously the association had been advertising that four out of five dealers were members, "today we can say nine out of ten are members." Membership stands at 34,300.

During a luncheon given by the

Inter-Industry Highway Safety Committee, the Automobile Dealers Association of Alabama was praised by committee officials for leading the other states in safety activity.

Among Southerners on the program were:

Alton M. Costley of East Point, Ga., James A. Ayers of Chattanooga, Tenn., E. E. Price of Miami, Fla., L. K. McDonald of Augusta, Ga., Raymond Pearson of Houston, Texas, Robert Armacost of Kansas City, Mo., Roy Bridges of Birmingham, Ala., Ernest Burwell of Spartanburg, S. C., George H. Jones of Corpus Christi, Texas, T. A. Williams of Greensboro, N. C., Martin Johnson of Atlanta, Ga., Paul L. Abernethy of Charlotte, N. C., H. Mead Norton of Oklahoma City, Okla., George M. Berry of St. Louis, Mo., R. S. Abbott of Alexandria, La., Eugene S. Stowers of Bluefield, W. Va., and Foster Talbott of Baltimore, Md.

Speakers at the general session included U. S. Senator John J. Sparkman of Alabama and the Rev. Norman Vincent Peale of New York City.

An elaborate entertainment program included a water show, a repeat of the 17th annual Orange Bowl festival extravaganza

### The NADA Exhibition Kept 'Em Coming

More service managers attended the equipment exhibition at Miami than in any previous year and dealers attended more regularly, without high peaks except at the conclusion of the various clinics, L. J. Smith of National Automobile Dealers Association, assistant to Convention Manager Ray Chamberlain, reported.

"All the exhibitors had great praise for the way Chamberlain set up the program," Smith said. "The dealers showed a keener interest."

"On the last evening a number of dealers remained to talk to some of the exhibitors, although a good many of the exhibitors were packing up at that time."

Exhibitors reported exceptionally high sales.



and a dance at Dinner Key auditorium. Disagreeably cold weather affected all but the extravaganza.

A comfortable Sunday evening was the backdrop for the "family night" gathering in the auditorium to hear Phil Spitalny and his all-girl orchestra.

### ***They Slept in Their Overcoats at Miami***

Don't tell this to the Miami Beach Chamber of Commerce:

When the mercury shrank to 38° one morning during the NADA convention, some dealers took to emergency measures to meet the lack of steam heat or enough blankets in the beach hotels.

Among these were Thos. I. Smith, vice-president, and E. E. "Ted" Lytle, new-car sales manager, of Lander Motors, Inc., Dodge dealer-ship at Atlanta.

"Boy! It sure was cold this morning," was the substance of the convention comment generally.

Said one Pittsburgher: "This feels a lot colder, due to humidity, I guess, than 10° above at home."

### **Cadillac Gets Larger Tank Commitment**

**A**N ESTIMATED 106-million-dollar increase in the Cadillac tank commitment—the second increase within a three-week period—was announced last month by Don E. Ahrens, general manager of the Cadillac Motor Car Division, and Brig. Gen. David J. Crawford of the Detroit Ordnance Tank-Automotive Center.

Ahrens pointed out that this boost in the tank-program commitment raises the current value of Cadillac's Cleveland tank program to an estimated total of approximately one half billion dollars.

Reviewing briefly Cadillac's activities in producing materials for the armed forces, Ahrens said, "While the Cleveland tank-plant program is one of our major ordnance projects, additional ordnance work is being carried on simultaneously with car production at the plant in Detroit."

### **Ford Will Expand Coke Facilities**

**E**XPANSION of Ford Motor Co.'s coke-producing facilities, including the construction of 37 additional coke ovens at the Rouge plant, is scheduled to start early in the spring, it has been announced by Logan C. Miller, vice-president of the basic products group.

The ovens are expected to be completed late in 1951. Miller explained they will furnish metallurgical coke for making additional iron needed when new Ford foundry facilities begin work.

### **Chrysler Has New Engine**

*(Continued from page 50)*

of the carburetor icing is reduced by water-heated carburetor throttle body.

An integral automatic choke gives smoother operation during warm-up and improved hot starting. A new heat retained plate permits use of a more active thermostatic coil and also stores heat to enable the choke to cool down uniformly with the engine after a hot run.

Two narrow compression rings are used on the pistons, in conjunction with a single oil ring, with narrow contact lands and a wide drain groove.

Improved acceleration and driving performance are provided by the new Fluid-Torque Drive torque converter, used in conjunction with the M-6 controlled-type automatic transmission and the V-8 engine. This is standard on Crown Imperial eight-passenger sedan and limousine and may be had as extra-cost equipment on other Imperial and New Yorker models.

It has a maximum torque multiplication of 2.34 to one. With it, a 1.61 third-speed ratio is used in the M-6 transmission. This gives a 3.77 breakaway torque ratio for a start in high range, as compared to the 1.75 third-speed ratio and 3.57 first-speed ratio with the fluid coupling and M-6 transmission.

Oriflow shock absorbers are used for smoother ride on all types of roads. They are simpler in construction and more durable.

Forced air cooling is used on the disc-type brakes that are standard on the Imperial eight-passenger sedan and limousine. This cooling is said to reduce in-

ternal brake temperatures as much as 35 per cent, giving longer lining life and increased braking effect during high-speed stops.

Many interior and exterior styling changes are incorporated in the 21 body styles in the three 1951 series.

### **Geil Will Supervise Dodge Truck Sales**

**A**PPPOINTMENT of D. A. Geil as truck sales supervisor of the Dodge Division has been announced by E. C. Quinn, general sales manager. He will coordinate the truck sales activities of the 21 regions.

Geil joined Dodge in 1946 as district truck manager in the Kansas City region. Early in 1950 he was appointed regional manager at Kansas City. He succeeds William S. Woolsey, recently named assistant director of truck sales.

### **Third of Packard Buyers Are "First Timers"**

**O**NE of every three buyers of 1951 Packards is a first-time Packard owner, according to returns of a questionnaire being inserted in the glove-drawer of new models as they come off the assembly line. A substantial number of others have owned Packards at one time or another in the past and are returning to them, the survey showed.

Karl M. Greiner, general sales manager, noted that answers to one query—"If you considered other makes before deciding to buy Packard, what were they?"—mentioned not only all makes considered directly competitive but also "a surprisingly wide range in lower price fields."

### **Brown Dies at Asheville**

Oscar Brown, a brother of C. Fred Brown and associated with him in business, was killed in an automobile accident near Asheville, N. C., when his car skidded on ice and collided with a truck. C. Fred Brown is a former president of the North Carolina Automobile Dealers Association.

Motor vehicles produced in this country last year totaled 8,002,782, the Automobile Manufacturers Association reported late last month. This included motor buses and commercial trucks.





Service and parts and accessories personnel from the Dallas, Houston, Jacksonville, Memphis and Atlanta districts of the Lincoln-Mercury Division attended this meeting in Atlanta Jan. 22-24. E. D. Longenecker, national service manager, and E. A. Erickson, national parts and accessories manager, conducted the meeting. Representatives of the Southern region sales office at Hapeville, Ga., were present.

### Nash Moves Goodyear To Memphis Zone

**R.** J. GOODYEAR has been appointed zone manager for Nash Motors Division at Memphis, Tenn. Formerly assistant zone manager in Kansas City, he replaces R. A. Kolb, resigned.

G. B. Stone, formerly business management manager at St. Louis, has been appointed assistant zone manager at Kansas City.

Paul McKeown, who joined Nash as St. Louis district manager in 1945, has been appointed assistant zone manager at Chi-

cago. O. G. Watson, who was for a time assistant zone manager at Washington, D. C., has been named to head the Cleveland zone. Before joining Nash he was zone manager for the Lincoln Division of Ford Motor Co. at Alexandria, Va.

### Winston-Salem Dealers Elect Morefield

**R.** E. L. MOREFIELD, Modern Chevrolet Co., was elected president of the Winston-Salem (N. C.) Automobile and Truck Dealers Association at the begin-

ning of its third year. Frank P. Poindexter of Motor Sales Co. is vice-president and E. B. Rannels, Jr., of Twin City Motor Co. is secretary-treasurer.

Directors include: F. J. DeTramble, W. H. Stevens, Ed Vaughn and Jerry Dodge.

### Roberts Shows Memphians Role of Advertising

**B.** OOSTERS, jobbers, factory representatives and car-factory zone officials of Memphis, Tenn., viewed "The Magic Key," a color-sound film on the growth of American industry and the part advertising played in its development, at a luncheon given by SOUTHERN AUTOMOTIVE JOURNAL on Jan. 26. The presentation was made by A. F. "Fritz" Roberts, business manager.

On the following day Roberts spoke at the regular meeting of Automotive Booster Club B-25 in Memphis.

### Packard Appoints Beck For Washington Zone

**M.** ARSHALL Beck has been appointed manager of the Washington zone for Packard Motor Car Co., succeeding S. D. Braden, advanced to Chicago zone manager.

B. B. Mitchell, who had headed sales promotion activities, has succeeded Beck as assistant manager at Washington.

A MUFFLER FOR EVERY CAR



A Leader in Sales...

America's Fastest-Selling Muffler!

- DEALER AIDS
- COUNTER DISPLAYS
- NATIONAL ADVERTISING
- PROVEN QUALITY
- GUARANTEED
- SATISFIED CUSTOMERS

BALANCED EXHAUST SYSTEMS

by Douglass

Carefully engineered for "simple and quick installation". Avoid special equipment or excessive labor costs. Every muffler manufactured from the finest materials available for long lasting durability.

Write for complete 1951 dealer plan "Maximum Muffler Profits."

DOUGLASS MUFFLER MFG. CO.

Dept. SA-2, 1916 West Valley Blvd., Alhambra, California

Immediate Delivery!!

## Information Program

To: Automotive Adv. Council, Inc. Date \_\_\_\_\_  
105 Jennings Building  
New Castle, Indiana  
Gentlemen:

Please send me complete details about participating in "Care Will Save Your Car" Industry-Wide advertising and sales promotion program.

Your name \_\_\_\_\_

Firm name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

SAJ-2-51

### This Means Business

(Continued from page 47)

printed with the service-shop name, address and telephone number. If the service shop has no mailing list, a complete mailing service is available through one of the country's largest direct-mail specialists. This low-cost service provides a list of vehicle owners by make and year for each service shop's selling area, and also includes imprinting, postage and handling the complete mailing direct to car owners.

Other hard-hitting advertising material features five four-color posters for wall display in the service shop. Each poster is written and illustrated to remind the customer of the essential services which should be performed on his car.

Twenty bulletin "Specials" messages are available for shop display. These messages, printed on heavy paper size 21 x 28 inches, carry the 20 most important repair and service suggestions, many of which frequently lead to bigger, more profitable jobs. The bulletins are spiral bound with three holes punched at the top for easy hanging and frequent changing.

A campaign of six newspaper ads, available in mat form, carry important "Care Will Save Your Car" messages. The ads are prepared in one- and two-column sizes and provide space for the dealers' imprint.

A striking three-color decal with the "Care Will Save Your

Car" emblem is available for service-shop windows and service trucks. As an industry-wide slogan, the emblem is being used by progressive service shops from coast-to-coast, by automotive jobbers and manufacturers, and reproduced in trade and consumer magazines.

The complete program includes spot announcements for local radio. The announcements are prepared in one-minute, 30-second and 15-second time lengths and stress the "Care Will Save Your Car" slogan in each message.

Editor's note: Contact your jobber for full information on the "Care Will Save Your Car" program or write Automotive Advertisers Council, Inc., 105 Jennings Building, New Castle, Ind. See coupon on this page.

### Ford Public Relations Moves to Washington

THE Ford Motor Co. announced last month it has opened a regional public relations office in the Cafritz Building, 1625 Eye Street, N. W., Washington, D. C.

The office will handle all public relations activities in the District of Columbia and 12 Southeastern states, for both the Ford and Lincoln-Mercury Divisions. It was formerly at Chester, Pa., site of a large assembly plant and of Ford Division Southeastern regional sales offices.

Russell M. Hart is manager of the Washington regional public relations office and William A. Lashley is assistant manager.

Preferred by  
over 66,000  
body shops

THE INDUSTRY'S  
No. 1 METAL FILLER



Yes, the trade's preferred permanent surface solder is Kwik-Metal . . . the 100% answer to easier, low-cost metal-repair work. It's the nation's most dependable COLD solder. No heat, no flame, waterproof, rustproof, shrink proof. Unconditionally guaranteed!



#### KWIK-PATCH KITE

Here is the perfect combination for large-area patching jobs. 3 profitable sizes \$2.25, \$5.25 and Economy \$12.00.

SEE YOUR JOBBER OR WRITE KWIK-METAL DIVISION  
**ATOMIZED METALS CO.**

2002 Magee Bldg., Pittsburgh, Pa.; Distributed by  
C. Guy Kamm; Alfina Sales Co.; Clair Corwell;  
Henry B. Swaab Co.; J. H. Healy



John W. Merrin is now manager of the Dallas, Texas, zone of Hudson Sales Corp. He has been a special representative for the past year. Before joining Hudson, Merrin had been divisional sales manager for the Kaiser-Frazer Corp. and regional manager for The Studebaker Corp.

### "Big-Little" Feuds Aid Enemies, du Pont Says

DISSENSION created in the American business machine by false claims that big business gets most of the benefit from defense contracts helps only the enemies of democracy, Henry B. du Pont, a vice-president of E. I. du Pont de Nemours & Co., declared in a speech at the annual banquet of the Tulsa, Okla., Chamber of Commerce last month.

The industrial system spreads

the work "far more thoroughly than the government itself is able to do," he said, pointing out that in the last war the small firms showed a greater increase in sales, profits and growth than the big companies.

The American business system is "a working partnership of interdependent business units," he continued. "It is the system on which our strength as a producing nation must rest both in war and in peace.

"If I were a Communist spy, assigned by the Kremlin to come over here and head up a program to do the maximum harm to the United States," he said, "I would plan a subtle campaign to turn the public against the American business system and to create dissension in the business machine itself, so that the various elements would begin to quarrel with each other instead of being partners and team-mates.

"That is the kind of sabotage which can do the greatest damage, and its long-term effect is far more serious," he declared.

"It would be very effective if I could influence small businessmen and people in various walks of life to become increasingly suspicious of the big business units. It would be most gratifying if these suspicions could be turned into political issues which would react to the disadvantage of large companies and result in oppressive taxation and discriminatory regulations for the big concerns and the government ownership of important industries."

"What greater gift could a good Communist saboteur send to his home office?" he asked.

"Neither the objectives nor the interests of the large business and the small should at any time be opposed," he declared. "Working closely together, each contributes, each benefits and each profits."



John Benton, former district manager for The Studebaker Corp. in South Carolina, has joined Valley Carroll in the organization of Valley Carroll Motors at Loris, S. C. Benton is general manager of the Studebaker dealership.

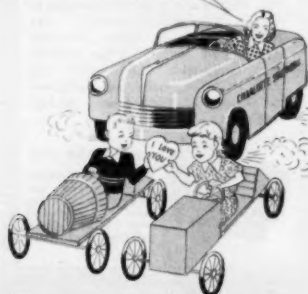
### Kansas City Group Names Peterson and Steeps

H. C. PETERSON has been elected president of the Automotive Trades Association of Greater Kansas City and Bill Steeps has been elected chairman of the jobber division. Peterson is with Country Club Motor Service and Steeps is with Piston Ring Sales Co.

Other officers are: Fred Kessler of Kessler-McKee Service Co., vice-president; Everett Broyles of Broyles Brothers Automotive, secretary; John Marino of J & M Garage, treasurer, and Curt Penson of Curt's Auto & Electric Service, sergeant-at-arms. Glen Faler of Faler Supply Co., Inc., is vice-chairman of the jobber division.

Directors include: Robert Corriston, Eddie Fuller, Frank Setter, Opel Ritter and George Anderson.

THEIR VALENTINE  
WOULD GET A SOCK  
BUT FOR MY  
SOUTHERN FIBER BLOCK



SOUTHERN FRICTION MATERIALS CO. CHARLOTTE, N.C.

### Chevrolet Schools Train 40,000 Mechanics

APPROXIMATELY 40,000 mechanics in Chevrolet dealers' service departments are being trained in factory methods of servicing the 1951 passenger cars and trucks.

A series of new-product schools is being held in every Chevrolet zone, to train dealers' service managers and chief mechanics. These men will, in turn, conduct similar schools in their own shops.

### Scott of N. C. Hits Sales-Tax Ceiling

Asserting that under the \$15 ceiling the sales tax on a \$500 used car is the same as that paid on a \$5,000 limousine, Governor Kerr Scott pointed out what he termed "gross inequalities" in the state's three-per-cent sales tax when he delivered his budget message to the North Carolina Legislature.

He asked that such "favoritisms" be eliminated.



Increased horsepower and torque, redesigned springs to provide lower loading height, greater driver comfort and visibility, and new styling inside and out are features of the ½-ton express in the new B-3 Series of Dodge "Job-Rated" trucks. Besides the high-side express body pictured in photo above, Dodge also offers a low-side body for ½- and ¼-ton pick-ups in the B-3 Series.

### '51 Dodge Trucks Feature Synchronizing Shift

**A**N AUTOMATIC synchronizing assembly that makes it easy to shift gears without double-clutching is a feature of the B-3 Series of Dodge trucks. All gears are wide-faced to give more contact area, quieter operation and

longer life.

High-tonnage models in the B-3 Series have a pressure-vent radiator cap to prevent unnecessary loss of water under severe operating conditions. Under normal driving conditions, the cooling system operates at atmospheric pressure.

Fluid Drive is available on the

½-ton, ¾-ton and one-ton models, as well as on the frequent-stop Route Van.

Oriflow shock absorbers, featuring a valving system to adjust to the condition of the road, cut driver fatigue and provide more protection for fragile loads.

Redesigned starting motors give higher starting torque to provide easier starting, particularly in cold weather. Weather-proofing of the ignition system gives greater reliability.

### Tubeless-Tire Distribution Expanded by Goodrich

**T**he puncture-sealing tubeless tire produced by The B. F. Goodrich Co. is now available in Georgia and eastern Tennessee, Joseph A. Hoban, merchandising manager, announced at a demonstration meeting in Atlanta last month.

Manufactured at the firm's Tuscaloosa, Ala., plant, the tire has a layer of puncture-sealing material that covers the crown and shoulder of the casing and provides protection against nails or spikes that ordinarily let air out.

### The Plant Behind AMKO Products!



Shown above is our main plant and warehouse at 556-570 W. Fulton St., Chicago 6, Illinois.

We are one of the largest suppliers of Universal Joints for the Army and Ordnance Department.

**Every AMKO PRODUCT is Carefully Engineered and Accurately Machined to Original Equipment Specifications!**

**For All Popular Cars and Trucks We Can Furnish**

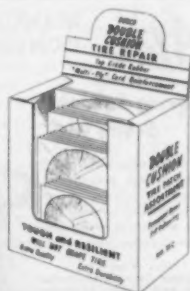
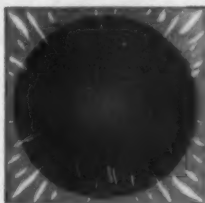
- KING BOLT SETS
- FRONT END SPRING SUSPENSION PARTS
- WATER PUMPS & KITS
- UNIVERSAL JOINTS
- TIE ROD ENDS
- RUBBER BUSHINGS
- SPRING SHACKLE SETS

We Also MANUFACTURE Original Equipment Replacements for ARMY & CIVILIAN JEEPS

Every Item Unconditionally Guaranteed for Service. Send for Our New Catalog



### DOUBLE YOUR TIRE REPAIR VOLUME



### WITH BUXCO'S DOUBLE CUSHION Assortment!

Right now, with motorists more conscious of tire life, you and your dealers can make tire repairs a big-volume, neat-profit operation! Be sure to stock and promote Buxco's Double Cushion patch assortment in the handy self display carton . . . it contains all the sizes your dealers need most, gives them a full line of the quick, reliable, tire repairs that make more money and more friends for him — and repeats sales for you, too.

**DOLLAR FOR DOLLAR YOUR BEST BET'S BUXCO! FOR OVER 20 YEARS THE FINEST IN MOLDED RUBBER TIRE REPAIR PATCHES AND OTHER AUTOMOTIVE RUBBER PRODUCTS!**

**THE BUXBAUM COMPANY** CANTON 1, OHIO



*Job Designed*

# KEN-TOOL

## 4-WAY RIM WRENCHES

They're built stronger to last longer... forged from only the highest quality steel... held to KEN-TOOL's rigid standards. They're *"Job Designed"* to do tough jobs quicker... *Best by Test!*

See KEN-TOOL'S Complete Line At Your Jobber!

The KEN-TOOL Mfg. Co.  
Akron 5, Ohio

Largest Exclusive Manufacturers of Tire and Wheel Changing Tools

# Aldo

## MANUAL CHOKE CONVERSION KITS

have the **Spring Loaded Device**

U.S. and Canadian Patents Pending

**Superior Screw & Mfg. Co., Inc.**  
1922 N. Leominster Chicago 39

Our patented spring loaded device assures proper carburetor mixture, giving quicker, easier starting. Installs without removing carburetor. Fully guaranteed.

Also Mfrs. of Complete Line of Universal Hood and Choke Controls.

# RAJAH PAT. HAND CRIMPING TOOL

**NOTE—The simplicity of this Tool It strips and also crimps Rajah Terminals to Ignition Cable**

Order from your jobber or direct from us. Send for circular and prices.

The Rajah Company, Bloomfield, N. J.

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The Advertiser's Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

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# HIT OF ALL SALES!



**SHOCK-FREE  
SEAT-  
COVERS  
with MERIX  
ANTI-  
STATIC  
... THE  
ORIGINAL...  
THE  
LEADING  
ANTI-  
STATIC...**

**DEALERS:** YOU CAN DEPEND ON IT FOR PROFITABLE SALES... order MERIX ANTI-STATIC from your LOCAL JOBBERS... they all carry this fastest selling seatcover accessory!

**JOBBER:** NOW is the time to again feature MERIX ANTI-STATIC. These men contact you for Merix Anti-Static: Jack L. Harris, Ohio, City for Ohio, and Texas Panhandle — W. F. Munnich, Atlanta, Ga., Fla., Ga. and Tenn. — Saunders Co., Greensboro, N. C., for Va., W. Va., N. C. and S. C. — Sears & Rogers Co., Dallas, Texas, for Texas and La. John W. Earl, Kansas City, Mo. for Missouri, Kansas and Colorado.

**MERIX CHEMICAL CO., DEPT. SA52  
1021 E. 55th St., Chicago, 15, Ill.**

## Prospects for the Asking!



Hundreds of inquiries are coming in asking for their Buell Dealer.

If you are interested in receiving leads to quick Buell Air Horn sales in your area, simply write us today.

**buell manufacturing company**

923 W. 49th Place  
Chicago 9, Illinois

**BURD  
AUTOMOTIVE  
PRODUCTS**

BURD PISTON RING CO. • ROCKFORD, ILL., U. S. A.

PISTON RINGS

INDIAN HOT WATER CO. HEATERS

PISTON SKIRT EXPANDERS

VALVE PACKING

VALVE GUIDES

DE-GLAZING TOOL

PISTON THERMOSTATS

**CLEAN MOTORS  
this easier  
Oakite way!**



**THE NEW** Oakite No. 481 Solution-Lifting Steam Gun really makes motor-cleaning easier, more profitable. This easy-to-rotate, all-purpose cleaning gun gets into, around, over and under all hard-to-reach recessed areas. It shortens cleaning time... cuts your cleaning costs because it brings into play heat and impact to boost cleaning power of recommended Oakite detergent solutions.

Ask the Oakite Technical Service Representative to show you new steam-cleaning ease with the Oakite 481 gun! As nozzle rotates, entire gun assembly automatically swings with it, to prevent twisting of hose lines during cleaning operation. For safety, gun has reinforced rubber apron to protect operator from heat of steam hose.

Another tip: If you're cleaning disassembled blocks and radiators, you'll want the easy Oakite procedure as described in the 36-page "Oakite Automotive Booklet". Included are facts about other Oakite steam-cleaning guns. Send to Oakite Products, Inc., 52F Thames St., New York 6, N. Y. for your gratis copy.

OAKITE PRODUCTS, INC., 26D Thames St., NEW YORK 6, N. Y.

*Technical Service Representatives in Principal Cities of U. S. & Canada*

# OAKITE

REG. U. S. PAT. OFF.  
**SPECIALIZED INDUSTRIAL CLEANING**

**MATERIALS • METHODS • SERVICE**





## NEW LYNN *Lightning* IGNITION WIRING REPAIR KIT

No. 5190



Replace worn out or broken distributor and spark plug terminals and wiring in seconds instead of minutes with this new Lynn ignition wiring repair kit! Crimping tool cuts and strips wire... or straight or angle spark plug terminals as fast as you can close your hand! Positive-connection, solderless joints! No muss, fuss, bother. No. 5190 set includes tool and complete assortment of angle and straight spark plug terminals, distributor cap terminals and hoods. Price, including beautiful plastic box — \$8.50



See your Jobber or write direct.  
317 E. Ontario St., Chicago 11, Ill.  
In Canada: Vaco-Lynn Products Co., Ltd., 1212 Notre Dame St. W., Montreal 3, Quebec

## BAY LIFT



## PORTABLE PNEUMATIC AUTO-LIFT

### IDEAL FOR

- Steam Cleaning Racks
- Body and Fender Depts.
- Paint and Brake Depts.
- Auxiliary Greasing
- Shock Absorber Service
- Front End Rebuilding
- Tightening Work
- Undercoating Work

NO OTHER LIFT  
DOES THE JOB  
AS WELL — NO  
MATTER WHAT THE  
COST OR CLAIMS



Bay-Lift is an air-operated lift — with capacity of 3000 lbs. Can be moved as easily as a jack and used anywhere, indoors or out, by simply attaching an air hose. Equipped with automatic safety lock.

**DOUBLE SAFETY FACTOR**  
Lifts either end of any automobile with safety. No "tricky" attachments required. Front axle is welded to frame giving additional strength.

No part of the Bay-Lift extends beyond area occupied by car. Thus saving valuable floor space.



WRITE TODAY FOR FULL INFORMATION

**BAY MANUFACTURING COMPANY**  
BOX 405—TOLRANCE, CALIFORNIA



NEW YORK: UNIVERSAL DIVISION, 140 W. 41ST STREET, NEW YORK 18, N. Y.

## YOU CAN DEPEND ON McCORD GASKETS

"MOST CAR MAKERS DO"

**McCORD - DETROIT**  
GASKETS—MUFFLERS—PIPES  
OIL SEALS—RADIATORS

## FOR BETTER SAFETY LIGHTING AND REFLECTING EQUIPMENT

For CARS • TRUCKS • TRAILERS • BUSES  
TRACTORS AND EMERGENCY VEHICLES



No. 70  
GIANT-LITE  
Adjustable Angle  
Bracket



No. 1292  
CATAPHOTE  
Nobby Reflector  
Signal

WRITE FOR NEW DO-RAY CATALOG  
**DO-RAY LAMP CO.** 1458-64 S. MICHIGAN AVENUE  
CHICAGO 5, ILLINOIS

DUNK  
AND  
DRIER  
BASKET  
INCLUDED



**\$17.90**  
Nothing  
Decarbonizes  
and Cleans  
CARBURETORS,  
FUEL PUMPS,  
PARTS  
Like...

**GUNK  
HYDRO-SEAL**

U. S. PAT. #2318842

DUNK DUNK BENCH Carburetor and Parts Cleaning Kit  
New 6 1/2 gal. size deep "Wagon-wheel" design pot.

**REFUSE SUBSTITUTES**  
Without the Genuine  
GUNK trademark, the  
product may be a  
cheap imitation...  
partly diluted, will  
not afford the long  
life and corrosion  
protection given by  
GUNK. Flatly refuse  
substitutes!

1. Quickly digests and removes carbon gum, paint, lead, makes possible accurate visual inspection and fitting of delicate metering mechanisms jets, and orifices.
2. Lasts more than one year... due to Hydro-Seal.
3. Automatic rinsing.
4. Works hot or cold.
5. Patented Performance.

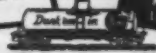
### SOLD BY BETTER JOBBERS EVERYWHERE

(If your jobber doesn't stock Genuine GUNK)

Attached is my business letterhead and check. Ship me:

( ) Kit (with Dipping Screen) 6 1/2 gal. size. Dealer's net cost \$11.80. Shipment by fast prepaid railway express.

**IMMEDIATE DELIVERY**  
1 GALLON OR A  
TANK CAR



**CURRAN CORP.**  
Mr. Chalmers  
LAWRENCE, MASS.



ANOTHER ONE OF BLUE STREAK'S  
36,000 BOOSTERS!

### THIS DIMMER SWITCH DOESN'T NEED GALOSHES

Down below the floor boards where dimmer switches sit, they take frequent duckings in mud puddles and slush. For some switches, this kind of exposure is like flirting with the angels—but the Blue Streak dimmer switch takes it in its stride.

Sealed clam-tight against water and moisture, there isn't much in the way of ordinary day-in, day-out service that can rattle this fellow. The fact is, in a laboratory test, it stood up for what amounts to 14 years of constant service. That's one long useful life for a dimmer switch.

Naturally, this Blue Streak switch built for such hard wear costs a bit more, but it's worth a lot more to your reputation. Call your jobber for a supply. *Standard Motor Products, Inc., Long Island City 1, New York.*

*Better your Business...  
Buy Blue Streak*



A Blue Streak dealer for many years, Jack Buffington is rated "tops" around Texarkana, Ark. for motor work—especially ignition. Jack writes: "For my money, there's no other ignition but Blue Streak. Your company is to be complimented on the Ignition Service Bulletins you put out. They are down to earth, easy to understand, and full of helpful hints and suggestions."





MR. OSCAR PUTTEROFF,  
an average car owner whose car  
needs repairs. He keeps putting  
off for tomorrow what he should  
have done long ago.

## Sell him..

### WITH THE HASTINGS "CONVINCER"

Put this powerful sales tool in the hands of Mr. Putteroff—  
and all customers like him. It dramatically points out that  
the more he delays the more he pays.

It says "do it now!" And it shows why—with simple, under-  
standable charts of progressive engine wear, pictures of ad-  
ditional parts needed, actual changes in cost.

This sure-fire customer-convincer booklet sells tune-ups, re-  
pair jobs, major overhauls. It's an important part of the  
Hastings "Danger Zone" program that's building business  
in shops across the nation.

HASTINGS MANUFACTURING COMPANY • HASTINGS, MICHIGAN



## HASTINGS

### STEEL-VENT PISTON RINGS

**TOUGH** on Oil-Pumping  
**GENTLE** on Cylinder Walls

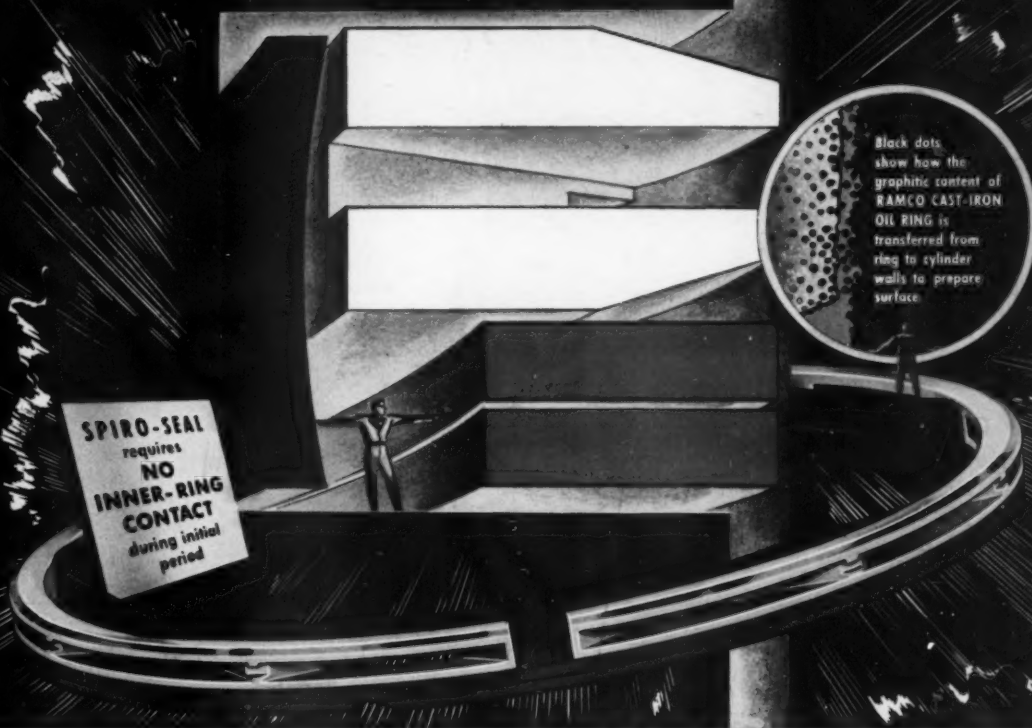


### NEW! HASTINGS DANGER ZONE BOOKLETS FOR YOUR CUSTOMERS!

These "Convincer" booklets—ready to mail  
to your customers—are available without  
charge. Ask your Hastings jobber. Act now  
for increased shop business!



## Proper Preparation of cylinder wall...



another important reason why:

## RAMCO **10<sup>up</sup>** CURBS WEAR!

**Ramco RE-POWERING Program**  
Helps You To Help America  
Fight Premature Car Wear

Here's the program to help you show customers that oil pumping and blow-by are warning signs of serious premature wear. Help America conserve resources by urging customers against putting off re-ringing. Sign up for RE-POWERING Station Sign today. See your Ramco Jobber.



R-5351



Wear is curbed from the very onset of an installation of Ramco 10-Up Rings because the Ramco Double-Life Principle insures proper wall preparation during the initial operating period.

Only the full-fledged Ramco 10-Up Oil Ring receives initial inner-ring contact. Thus the soft graphitic lubricating qualities of cast-iron are permitted to fully prepare the cylinder wall so that friction will be minimized. Only after this preparation does the steel Spiro-Seal receive contact with the inner-ring and then only for stabilization rather than pressure. The Ramco Double-Life Principle is one of many Ramco originations which CURB ENGINE WEAR and make possible the Ramco 10,000 Mile (one year) Guarantee on rings and your installation labor.

*It's another important reason, too, why:*

**Ramco 10-Up Piston Rings Are Right for Any Job**  
Re-Bore or Re-Ring.. Car.. Truck.. Bus.. Tractor

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